# **2023 CAREER PROFILE**

### MARKETING, COMMUNICATIONS, & MEDIA



(Six months after graduation)

#### **CLASS PROFILE**

**126** Number of 2023 graduates

**71%** Women

**29%** ALANA

10% International students

#### **PLACEMENT**

**85%** Knowledge rate (per NACE standards\*)

82% Employed

13% Attending graduate school full-time

#### \*National Association of Colleges and Employers Knowledge Rate Standards:

The term "knowledge rate" defines the percent of graduates for whom the institution has reasonable and verifiable information concerning the graduates' post-graduation career activities.

#### **COMPENSATION**

Median Salary\*\* ....**\$57,900** Median Bonus ....**\$5,000** Average Salary\*\* ... **\$58,256** Average Bonus ... **\$5,075** n = 42 n = 12

<sup>\*\*</sup>Data reflects base salary only (excludes bonuses and additional compensation).



#### PATH TO EMPLOYMENT

Personal Networking	28%	
Internship to Full Time Offer	23%	
Off Campus Job Posting	19%	
Campus Recruiting	9%	
Career Fair	9%	
Bentley Referral	6%	
Family Business/Self-Employe	d 4%	
Other	2%	

### **EMPLOYER SNAPSHOT**







Hill Holliday



MED/AHUB





## **FEATURED POSITIONS ACCEPTED IN 2023**

## **MARKETING, COMMUNICATIONS, & MEDIA**



## Full-Time Employer\* Full-Time Position Intern Employer\* Intern Position

829 Studios Onboarding Associate	
Abemar Beltran Marketing Specialist	t
Acoustic	
Amica	r
Barracuda MSP	
Beacon Wellness Brands	
Boston Bruins	
Brightcore Energy	
Central Rock Gym	
CignaLead Analyst, Client Insights	
Connelly Partners Assistant Media Planner	
CT Green Bank	
Dell Technologies	
DeloitteBusiness Analysi	
Drift	
EdgelQ Marketing Coordinator	
EF Education First	
Eli Lilly	
Embassy Suites Front Desk Agent	
Empire Entertainment	
Epsilon	
Epsilon	;
Excelacom Digital Marketing Specialist	
First Eagle Investments	
Force Factor. Leadership Development Associate Gartner. Client Success Associate	
GE HealthCare	
George P. Johnson Apprentice	,
Goba Capital	
Hill Holliday Associate Media Buyer	
Horizon Media Media Planning Assistant, Digital ISlide Sales Operations Associate	
J.Jill	
Kickstand Communications	
Max Mara Fashion GroupOperations Assistant	
Mediahub Worldwide	
Mediahub Worldwide	
memoryBlue	)
New York Mets	
Optimove	
Oracle NetSuite	
PlatformQ Health	
Prosek Partners	
Publicis Groupe Media Associate	
SafaviehOperations & Logistics Associate	
SAP	
Snyk	
Staples	t
The Paper StoreMarketing & Community Coordinator	
The TJX Companies Allocation Analyst	
The TJX Companies Marketing Services Specialist	
Trigger(House)	
V2 Communications Public Relations Account Coordinator	r
Vanguard Digital Marketing Specialist	
Wayfair E-Commerce Strategy Associate	)

intern Employer	IIILEIII FUSILIUII
Amazon	Demand Generation Intern
• •	Digital Marketing Intern
	Digital Marketing InternMarketing Intern
	Project Management Intern Sales Intern
	Offer Marketing Intern
	UX Research Intern
	Marketing Intern Product Management Intern
	Production Intern
	Marketing Intern
	Integrated Marketing Intern
	Product Marketing Intern Marketing Intern
	Integrated Marketing Intern
	Premium Seat Sales Intern
	Social Media Marketing Intern
	Public Relations Intern
	Marketing and Communication Intern
	Marketing Intern
Next Step Communications	
3,	Market Analysis Intern
	Public Relations Intern
	Marketing Intern
3	
	STARS Program Management Office Intern
	Business Development Intern
	Life Sciences Product Marketing Intern
	Sales Intern
	Social Media and Digital Marketing Intern
	Content Marketing Intern
	Social Media Coordinator and Mental Consultant
	Content Marketing Intern
	E-Commerce Product Strategist Intern
	Social Media Marketing Intern
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\*Some companies on this list hired multiple Bentley students for the same position. Internships were completed in the summers of 2019-2023.