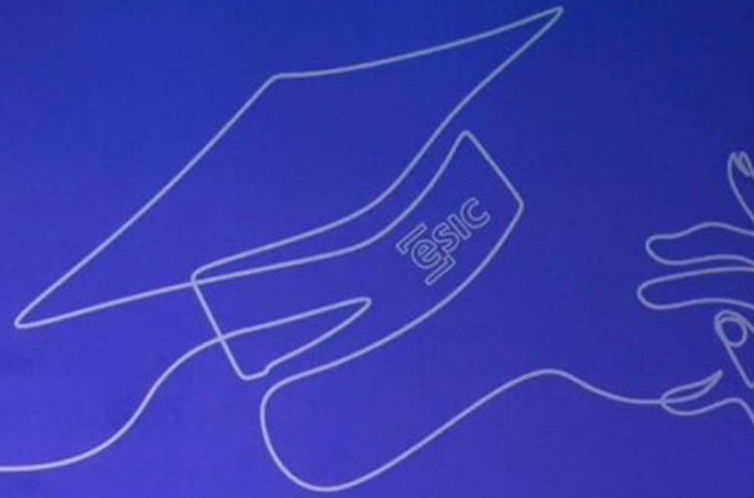




GLOBAL EMPLOYMENT REPORT 2022 - 2023

ESIC ARAGÓN

GRADUATION CEREMONY 2022-23



Higher education not only transforms our skills, but also broadens our perspective of the world, preparing us to make a positive impact on it.

It empowers us to inspire and transform the professional and social environment through knowledge and values, and to build a fairer and more sustainable future.

From Students to Professionals: Employability Report

“

Once again, it is a pleasure to present the Annual Employment Report on the professional situation of ESIC graduates, a year after their time in our classrooms. This report reflects the employment opportunities and performance of our alumni in the job market.

At ESIC, we believe that education is a powerful tool for change and innovation. Our mission is to develop leaders who are capable of facing the challenges of the global environment with integrity, creativity, and strategic vision. The Professional Development Unit at ESIC serves as the link between our students—who receive the necessary training to succeed in the business world—and the job market.

Over the course of six decades, we have cultivated a vibrant and diverse alumni community, made up of more than 70,000 former students from 83 different nationalities. We are committed to continuing to strengthen this network of professionals whose talent and dedication will help drive meaningful change within organizations and society at large.

”

P. Eduardo Gómez Martín
President of ESIC University



As Director of the Professional Development Unit at ESIC, which encompasses the departments of Employability, Entrepreneurship, and Alumni Relations, I am pleased to share the achievements and progress of our graduates in the labour market.

These alumni hold key positions in some of the most prominent companies across various sectors, ranging from leading multinationals to innovative start-ups. The high employability rate of our graduates is a testament to the quality of education they receive at ESIC and their ability to adapt and thrive in a dynamic business environment.

This report provides a transparent overview of the employment opportunities available to our graduates. It reflects the strong ties we maintain with the business community, collaborating with over 3,000 partner companies each year and managing more than 8,000 internship and job offers annually. Employers highly value the professional profile of our graduates, highlighting their excellent preparation in both knowledge and skills, which aligns with their need for qualified talent with well-developed key competencies.

An entrepreneurial spirit is also a defining trait of our graduates. Many go on to launch their own ventures or scale existing projects, supported by the services offered by our Entrepreneurship department and the backing of the ESIC community.

Being part of an institution like ESIC and its community is a privilege that goes beyond academic training. It is a lasting connection that continues to add value throughout the professional careers of our alumni—a multidisciplinary, intergenerational, global, and dynamic network that serves as an endless source of support, inspiration, and opportunity.

I would like to thank everyone who forms part of this community for their commitment and dedication. Together, we will continue to drive the talent and innovation that define ESIC and enable us to keep moving towards a promising future.



Verónica Jiménez-Folcrá
Director of the Professional
Development Unit at ESIC

ACADEMIC YEAR 2022-2023

EXCELLENT



QS 5 Stars Employability

ESIC achieved the highest possible rating as an institution, as well as in all evaluated categories: Teaching, Employability, Internationalisation, Facilities, Academic Development, Programme Strength (Master's in Marketing), Social Responsibility, and Inclusion.

Professional Training School

The first graduating class of our Professional Training School in Marketing and Advertising, International Trade, Web Applications, and 3D Animation successfully completed their studies. Alongside their core curriculum, this cohort also undertook specialised courses in areas such as **creativity and innovation, digital tools, big data, e-commerce, and digital platforms**, as well as a **“Ready to Work” training programme** covering professional profiling, job search strategies and networking, power skills, and recruitment processes—enhancing both their employability and entrepreneurial capabilities.

A total of 315 companies placed their trust in our professional training students, enabling them to apply the practical knowledge and skills acquired through workplace training module. Some of the most prominent companies include: L'Oréal, Cofares, Accenture, Carrefour, Día, Great Little People, Hellmann Worldwide Logistics, Farmacias Trébol, GXO Logística, Kuehne Nagel, Neoris, PKF, Realme, AWWG, DHL, Food Delivery Brands, Synergie, Prenatal (Toys'R Us), Pepco, Alcampo, and Indra.

Currently, 85.7% of graduates are employed, with 7.3% having started their own businesses. Additionally, 9.75% are not actively seeking employment as they are continuing their education.



Professional Development Unit – Academic Year 2022/2023

The teams of the Professional Development Unit across Spain organised a wide range of activities aimed at enhancing the employability of both students and alumni, and strengthening their connection with the business world:

- Orientation Days
- Presentations during Induction Weeks and information sessions
- Meetings with student representatives
- Online Employability Pathway delivered to over 1,400 students
- Employability Masterclasses: professional profile and job search strategies, personal branding, how to succeed in selection processes, strategic keys to personal marketing, recruitment and artificial intelligence, professional networking
- Session for international students
- Talent programmes and sessions with companies, including: ATLÉTICO DE MADRID, ATREVIA, DHL, FOOD DELIVERY BRANDS, LEROY MERLIN, LINKEDIN, L'OREAL, LLYC, LVMH, PAGE PERSONNEL, VOLKSWAGEN
- ESIC Sevilla workshop “Make the Most of LinkedIn for Professional Growth”
- Esic Sevilla workshop “Onboarding for Your First Days of Internship”
- ESIC Sevilla “Keys to Success in Your Job Search” with Page Group
- ESIC Madrid Masterclass “Put Your Talent into Action” with Elena Arnaiz
- ESIC Sevilla Talent Lab training and recruitment days with ABC Sevilla
- ESIC Barcelona Participation in Barcelona Talent Week
- ESIC Navarra Young Talent Programme
- Two editions of the EFMD HigherEd Virtual Career Fairs: Global and Banking
- Live Recruitment Week 2022 ESIC Sevilla



MEET EMPLOYABILITY FAIR

The 2022/2023 academic year marked the return to in-person format for our employment forum, Meet Your Future. Over 3,000 participants attended the event across our campuses in Barcelona, Madrid, and Valencia, where more than 250 top-tier companies—including Amazon, Iberdrola, LVMH, EY, Danone, Maersk, McDonald's, L'Oréal, PwC, among many others—came together to connect with students and alumni in search of talent for their internship and employment programmes.

In addition, Meet offered attendees a wide range of workshops and talks on diverse and relevant topics, such as intergenerational dynamics and how to turn diversity into strength, how to approach your 'first date' with a company, digitalisation and humanisation of businesses, and the hidden secrets of LinkedIn, led by María Eugenia Renaldi, Account Director for Higher Education Iberia and Italy at LinkedIn.

The event also featured inspiring speakers such as José Luis Abajo Pirri, President of the Spanish Fencing Federation; Jorge Branger, founder of Fluence Leaders and LinkedIn Top Voice; and Aleix Puig, CEO of Vicio, who shared how creating a unique gastronomic experience helped him break into one of the world's most competitive industries.



Juan Sanz Feito

Account Manager Iberia & Nordics, International Taste Institute (Bruselas, Bélgica)
Alumni – Master in International Trade & Business (MITB)

The Master in International Trade & Business (MITB) at ESIC was key to my professional growth. I especially value the quality of the teaching staff—active professionals who bring a practical, up-to-date, and business-oriented perspective to the classroom.

Thanks to ESIC's employability platform, I found my first job in Spain, which later enabled me to take a step forward into an international role. I currently work as Account Manager for Iberia & the Nordics at the International Taste Institute in Brussels, where I apply the knowledge gained during the master's programme every day.

It was a transformative experience. I highly recommend this master's to anyone looking to boost their career at an international level.



75+

activities held
during the year

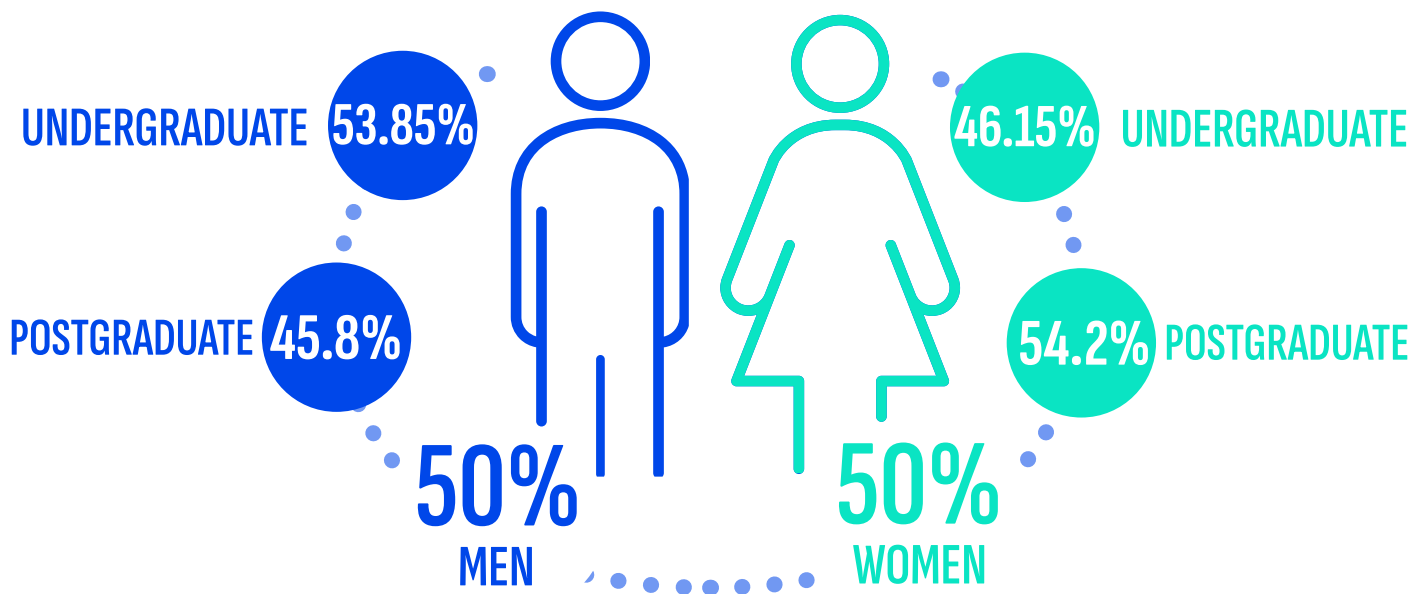
1,500+

new partner
companies

9/10

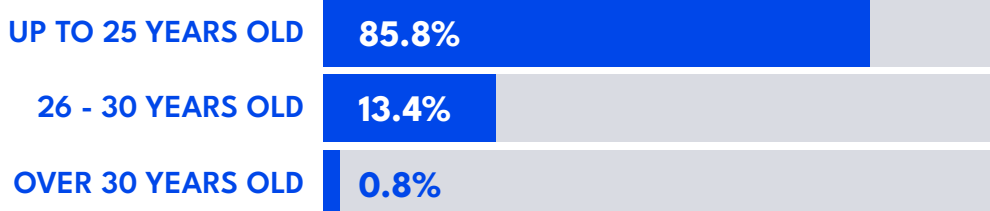
Average activity
rating

STUDENT PROFILE 2022-2023



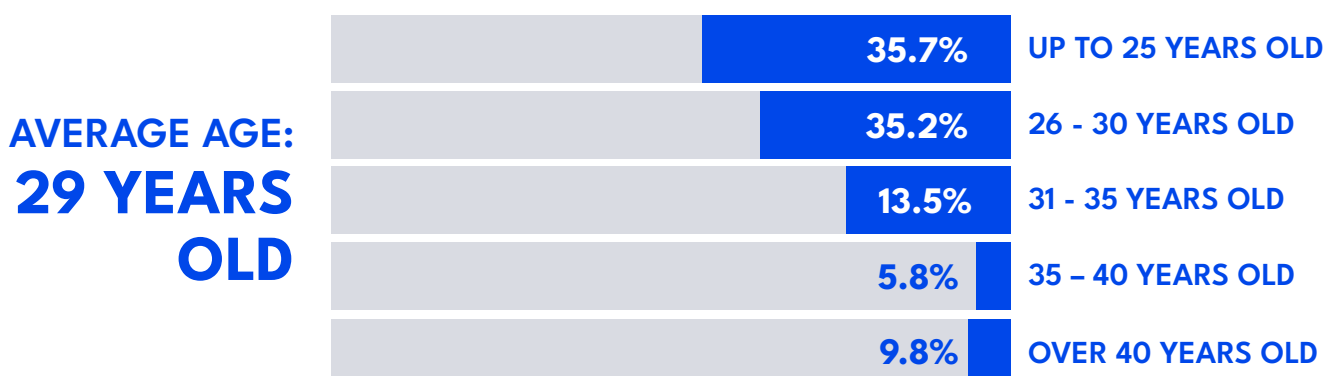
Age Distribution

UNDERGRADUATE



AVERAGE AGE:
**24 YEARS
OLD**

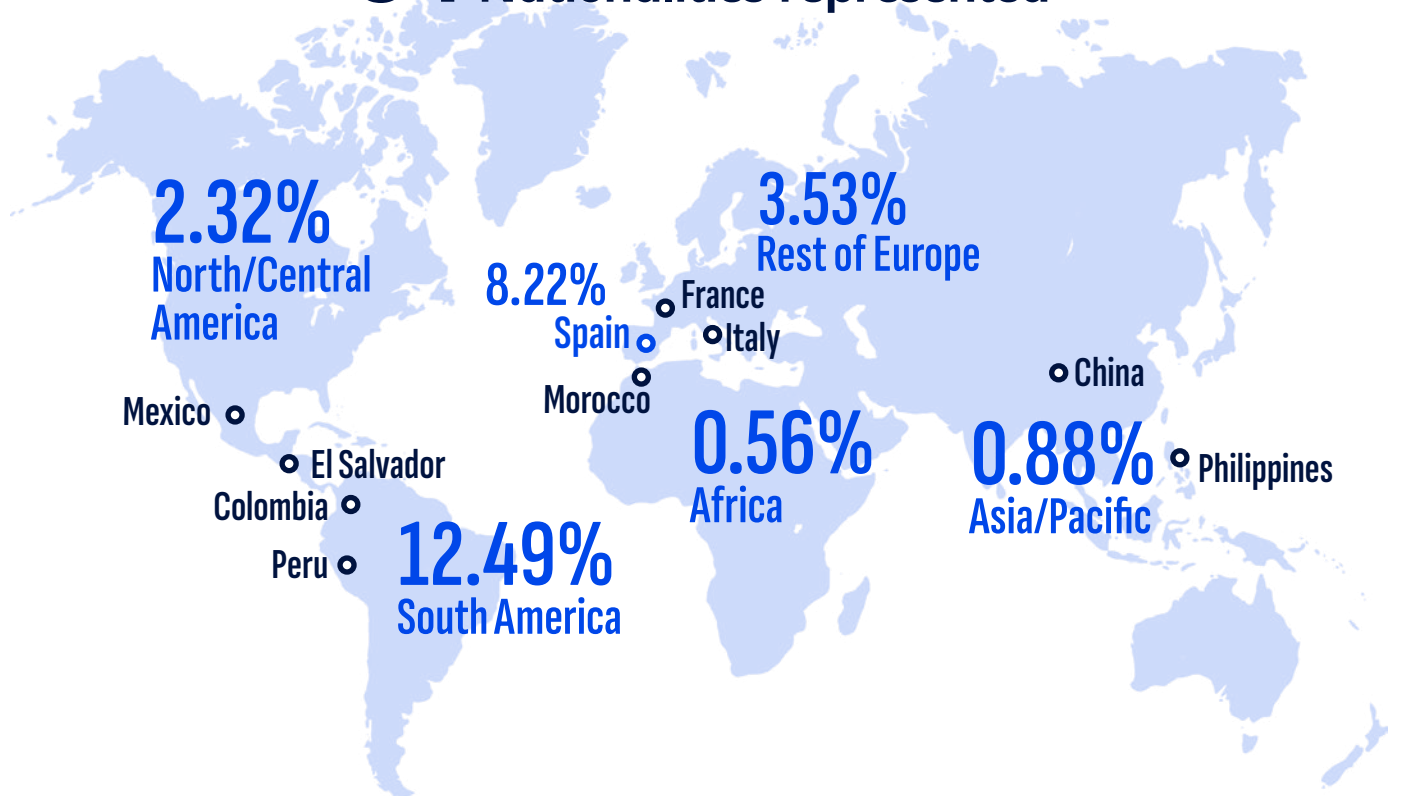
POSTGRADUATE



AVERAGE AGE:
**29 YEARS
OLD**

Nationalities

54 Nationalities represented



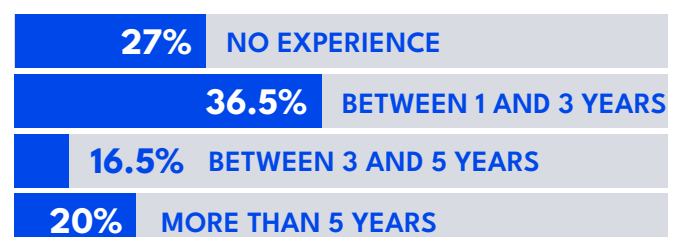
28.1% of students completed their studies in English

Previous Work Experience

UNDERGRADUATE STUDENTS



POSTGRADUATE STUDENTS



Global Employability Data 2022-2023

3,700+

partner companies collaborated during the academic year

3,200+

internships completed nationwide

2,700+

job offers managed

8.7

employer rating of students

8.5

employer rating of the Professional Development Unit (PDU)

7.9

overall student satisfaction with internships

7.9

student rating of employment expectations after internships

”

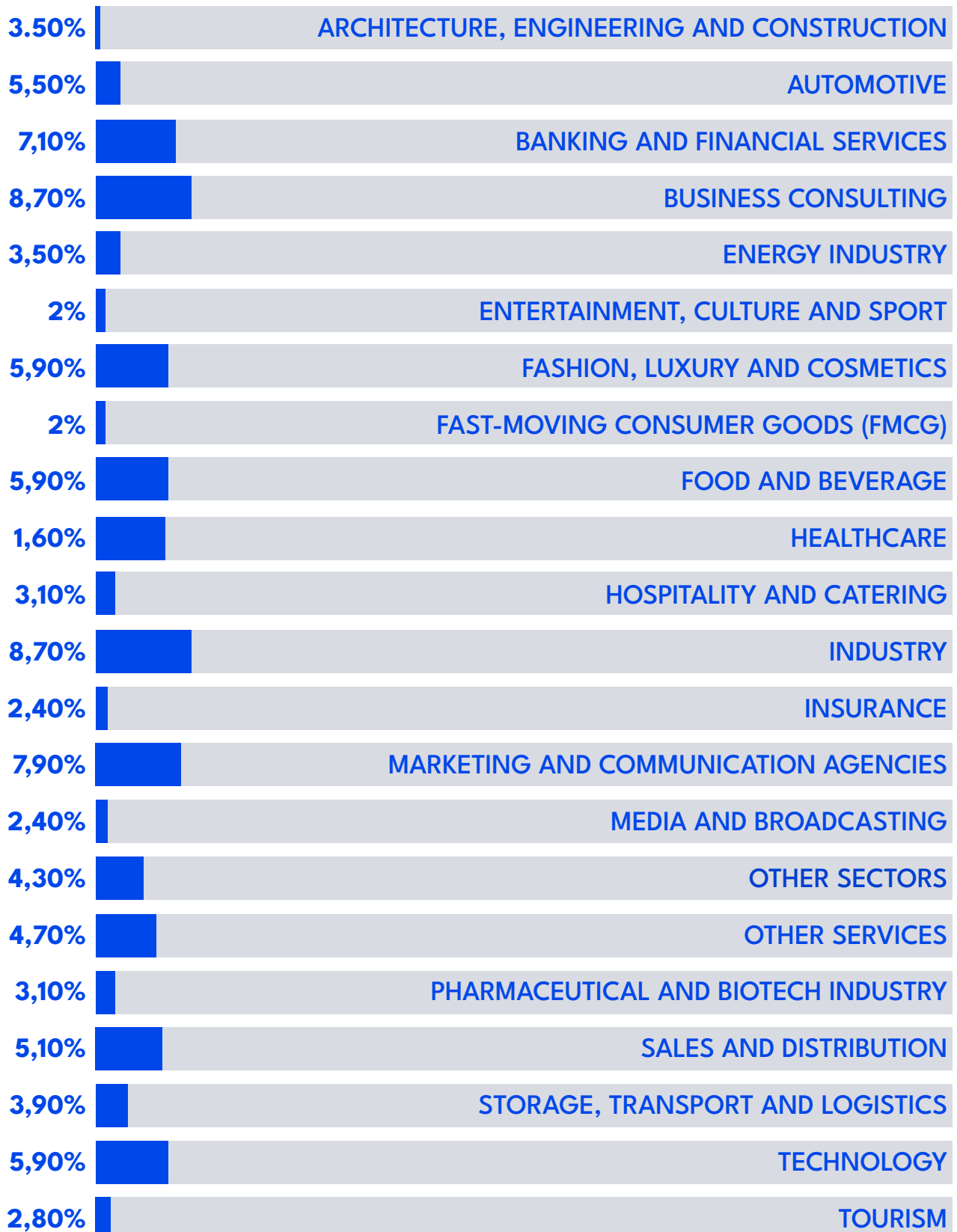


Verónica Ruiz Román

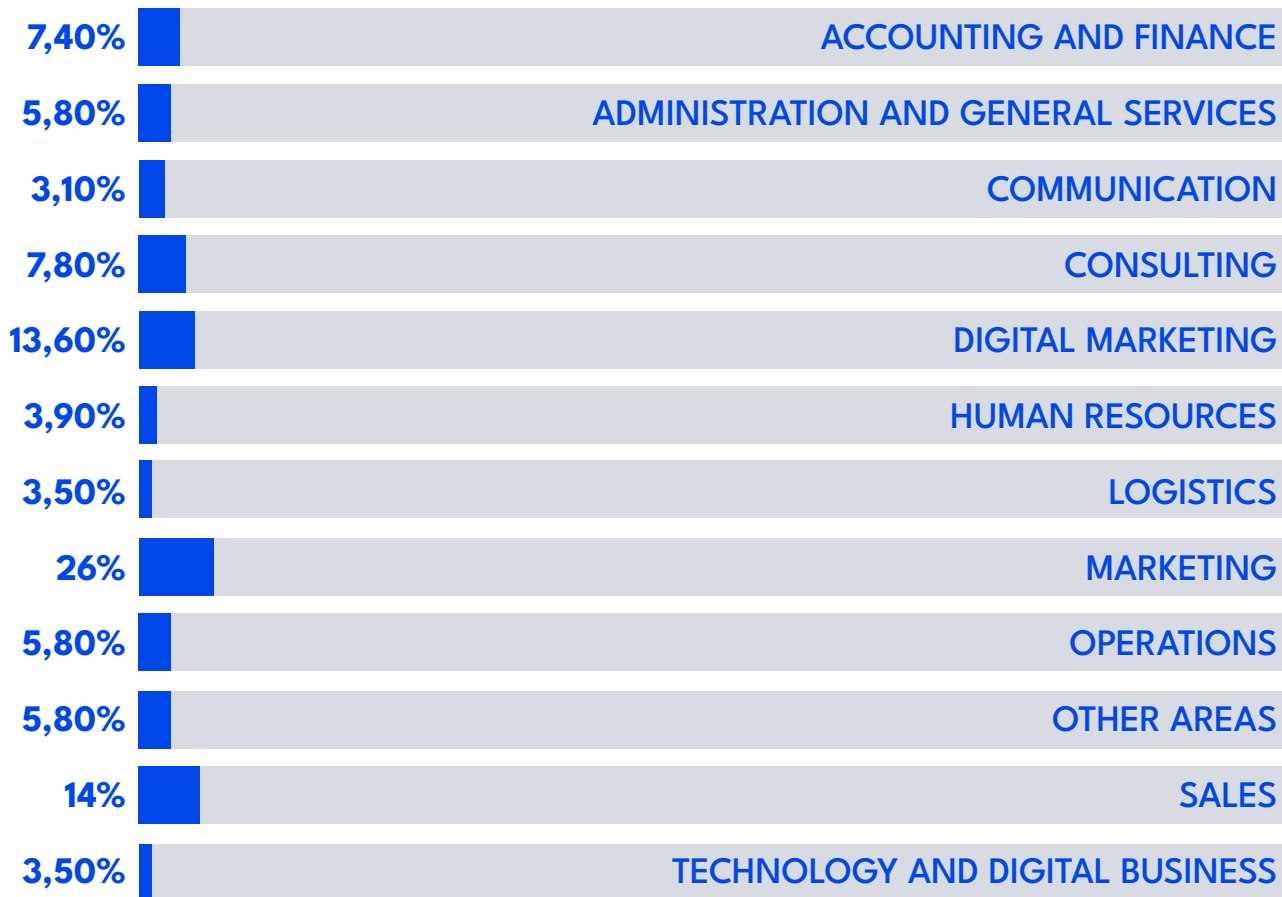
Affiliate Marketing & Retail Media Specialist, WPP Media Alumni – Master in Digital Marketing (MMD)

I joined ESIC because I wanted to give my professional career a new direction. Thanks to the Professional Development Unit, I secured an internship at a multinational company, which opened the door to the world of digital marketing. ESIC gave me much more than knowledge: it provided practical tools and the clarity to understand the path I wanted to follow. Today, I work in a leading company in the sector, doing what I'm passionate about. Without a doubt, the master's was a turning point in my career. I'm truly grateful for everything I learned there.

Top Employment Sectors for Graduate



Top Functional Areas of Employment for Graduates





”



Pablo Manuel Linares Carrique
Model Risk Credit Analyst, Banco Santander
Alumni Bachelor's Degree in Digital Business +
Advanced Diploma in Data Science

During my years at ESIC, I actively searched for job opportunities through the Professional Development Unit. I secured my first internships there, at companies such as Sony and Redsys. The team was always supportive and made things easy for students.

In my final year at ESIC, I was contacted by one of the Big Four (KPMG), where I began my professional career as a consultant in FRM & IT. A year later, I was approached by Banco Santander, where I currently work.

I have fond memories of my time at ESIC, especially for its practical approach and the preparation it provided to make the leap into the professional world.

TOP COMPANIES WHERE GRADUATES WORK

Automotive

CARWOW, EUROMASTER, HYUNDAI, KIA, NISSAN AUTOMOTIVE EUROPE, RACE, TOYOTA, VOLKSWAGEN GROUP ESPAÑA DISTRIBUCIÓN

Banking and financial services

ALLFUNDS BANK, BANCO PROMERICA, BANCO SABADELL, BANCO SANTANDER, BNP PARIBAS, CAIXABANK, OPPLUS, RIA MONEY TRANSFER, UNICAJA

Business consulting and services

ACCENTURE, AON, BEWAY, BOSTON CONSULTING GROUP (BCG), DELOITTE, EY, GEDETH NETWORK, KPMG, LEYTON, MCKINSEY & COMPANY, NIELSEN IQ, NTT DATA, OMEGA CRM, PWC

Entertainment, culture and sport

ASPRO PARKS, DEAPLANETA ENTERTAINMENT, FEVER, WONDERBOX

Fashion, luxury and cosmetics

BEATRIZ FUREST, EME STUDIOS, FARMASI, LOEWE, LOREAL, MANGO, PANDORA, ROSA CLARÁ, SEPHORA, UNISA SHOES & ACCESSORIES, VERSACE, VIA OUTLETS

Fast-moving consumer goods (FMCG)

GROUPE SEB, HENKEL, KENVUE, THE LEGO GROUP

Food and beverage

CAMPOFRÍO FOOD GROUP, COCA-COLA FEMSA, GREFUSA, HEINEKEN, LLAOLLAO, MAHOU-SAN MIGUEL, RED BULL, VICKY FOODS

Hospitality and catering / tourism

ALSEA, GRUPO HOTUSA - EUROSTARS HOTEL COMPANY, HOTEL BOUTIQUE VILLA ART, HOTEL ENCINAR DE SOTOGRANDE, HYATT, LASTMINUTE.COM, MCDONALD'S, MINOR HOTELS, RESTEL, VIAJES SOLTOUR

HR consulting / outsourcing

HRM EXECUTIVE PARTNERS, ILUNION, RANDSTAD, ELEPERFORMANCE

Industry, engineering and construction

AIRBUS, ALIAXIS, B.BRAUN, BERGNER EUROPE, BRONMETAL, BTD PROYECTOS, CONSTRUCTORA SAN JOSÉ, COPCISA, DREES & SOMMER, EDP, ENDESA, FCC ENVIRO, GENERAL DYNAMICS, GMV AEROSPACE AND DEFENSE, HUHTAMAKI, JINKO POWER, LUCAS FOX, NAVANTIA, NEINVER, SERVEO, THE CONCRETE HOME

Insurance / Security services

CHUBB, LIBERTY SEGUROS, MAPFRE, METLIFE, NATIONALE NEDERLANDEN, PROSEGUR, SABSEG, SANTALUCÍA

Marketing and communication agencies

ATREVIA, BBVA CREATIVE, DENTSU, DIGITAL MENTA, GAIN AGENCY, HAVAS, IPG MEDIABRANDS, LABELIUM, LLYC, MIO GROUP, MONKS, OMNICOM PR GROUP, PHD, SAMY, SOYOLIVIA MEDIA GROUP, WPP MEDIA

Media and broadcasting

ABC SEVILLA, DIRCOM, HENNEO

Pharmaceutical and biotech industry

ICON PLC, JANSSEN CILAG, TUTEUR GROUP,
TEVA PHARMA

Sales and distribution

ALIMERKA, AMAZON, CARREFOUR, DIA ESPAÑA,
DRUNI, EL CORTE INGLÉS, KENAY HOME,
K-GLOBAL, ROSSELLIMAC

Storage, transport and logistics

AENA S.M.E. SA, CHEP, DHL SUPPLY CHAIN,
ENTERPRISE MOBILITY, EUROMASTER, HINOJOSA
PACKAGING GROUP, MAERSK, SEUR, TIBA, TSB

Technology / Telecommunications

ARBENTIA, ATOS, AYESA, CELONIS, DIGI,
EDGETIER, IBM, MSI, PC COMPONENTES,
SHAKERS, SOAINT

”

**Carlota Blanco Sánchez**

**Executive II in Sustainability and Good Governance,
KPMG**

**Alumni – Bachelor’s in Business Administration and
Advanced Diploma in Global Marketing**

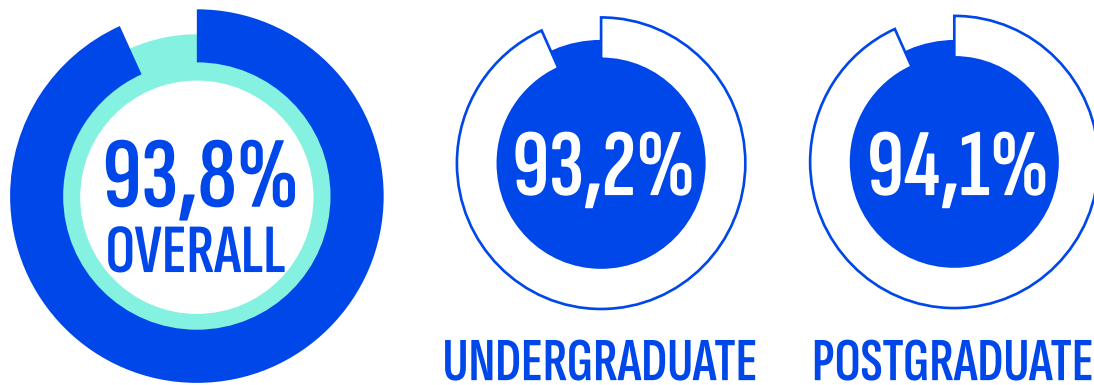
My time at ESIC was undoubtedly one of the key pillars in my professional development. The combination of the Business Administration degree and the Advanced Diploma in Global Marketing provided me with a solid, practical education and a strategic vision of the business world—essential for tackling the challenges of my career.

My current role requires both an analytical mindset and a strong commitment to the responsible transformation of organisations. The training I received at ESIC not only prepared me academically but also enhanced skills I now consider essential: adaptability, teamwork, and communication.

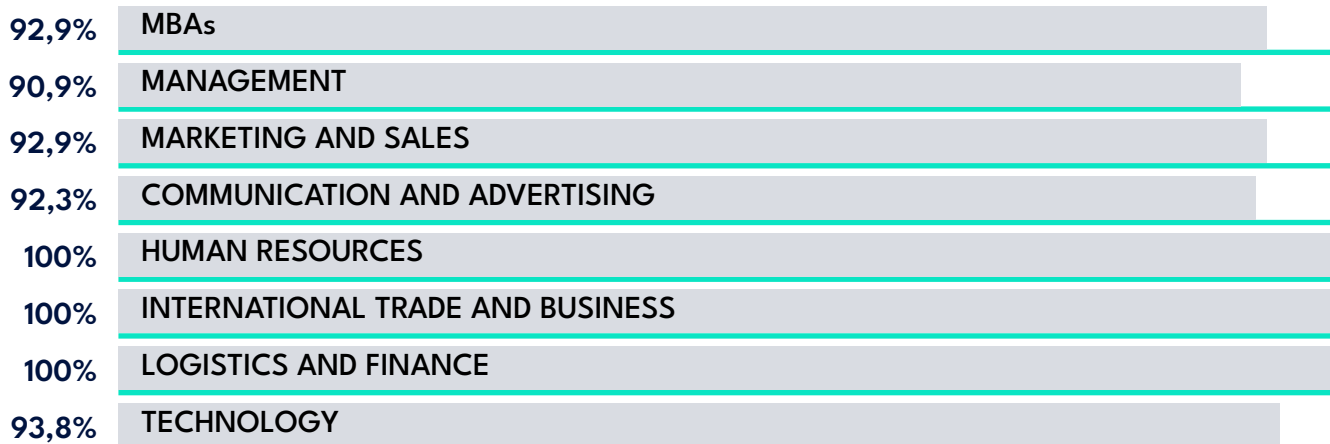
During my time at the school, I also had the opportunity to collaborate with the Professional Development Unit, which led to my first internship at an automotive marketing consultancy. This early exposure to the professional world helped me gain clarity and direction in shaping my career path.

ESIC was not just an academic stage—it was the beginning of a journey filled with continuous learning and growth.

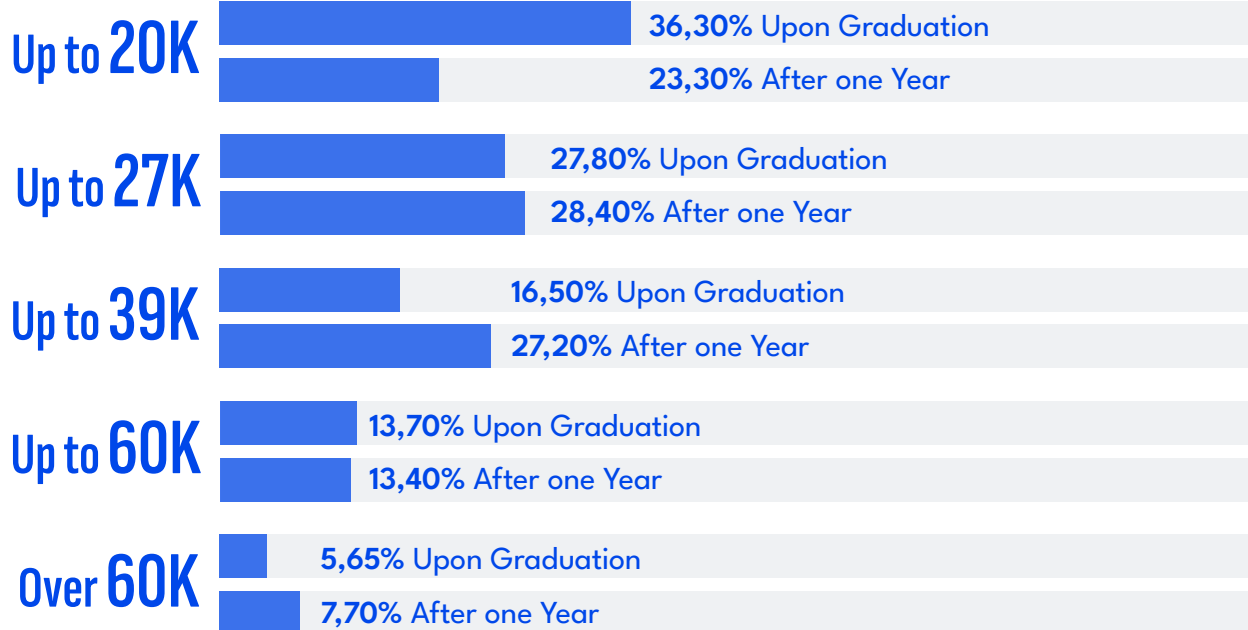
Employability Rates



By Category



SALARY PROGRESSION

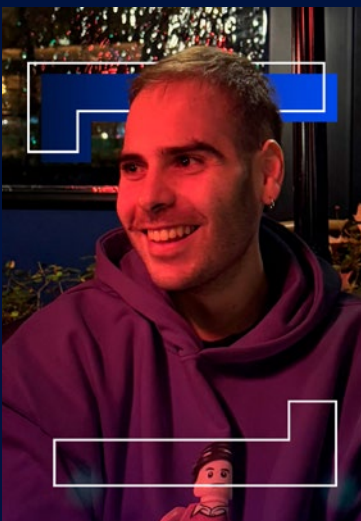


**WITHIN
ONE YEAR:**

51% improve their
job position

37% move up to the next
salary bracket

”



Víctor Romero
E-Commerce Manager, Alimerka
Alumni – Master in Marketing Management (GESCO)

Before joining ESIC, I already knew I wanted to work in Marketing. But it was during my time at the school that I truly began to understand what it means to be part of the ESIC experience. Spending quality time with people who have contributed to some of the most recognised success stories—both nationally and internationally—was key in shaping the beginning of my professional journey.

UNDERGRADUATE DEGREES AND UNIVERSITY QUALIFICATIONS

Recognised in the world's leading rankings

EL  MUNDO

THE  WORLD UNIVERSITY RANKINGS

QS  WORLD UNIVERSITY RANKINGS

 RANKING CYD

Forbes

Key Roles by Area:

COMMUNICATION AND ADVERTISING

- Account Executive
- Brand & Product Specialist
- Communication Consultant
- Community Manager
- Content Creator
- Creative Copywriter
- Marketing Coordinator
- Marketing Executive
- Senior Media Planner
- Social Media Manager
- Social Media Strategist

MANAGEMENT AND LEADERSHIP

- Analyst
- Fund Auditor
- Business Intelligence Analyst
- Financial Consultant
- Executive Consultant
- Junior BPS Tax & Legal

INTERNATIONAL BUSINESS

- Area Manager
- Business Manager
- e-Trade Marketing Specialist
- Export Manager
- Project Manager
- Trade Advisor

MARKETING

- Account Executive
- UX Architect
- Business Development and Marketing Specialist
- Customer Experience Specialist
- Digital Sales Specialist
- Email Marketing Specialist
- Growth Marketer
- Marketing & Sales Specialist
- Digital Marketing Activation & Analytics Specialist
- Performance Specialist
- PR & Influencer Marketing Specialist
- Product Marketing Manager
- SEO Lead

Key Industries:

MARKETING AND COMMUNICATION AGENCIES

DENTSU, DIGITAL MENTA, GAIN AGENCY, IPG MEDIABRANDS, LLYC, MIO GROUP, OMNICOM PR GROUP, WPP MEDIA

BUSINESS CONSULTING

AON, BOSTON CONSULTING GROUP, DELOITTE, KPMG, PWC

TECHNOLOGY

ATOS, CELONIS, DIGI, IBM; SOAINT

INDUSTRY, ENGINEERING AND CONSTRUCTION

BERGNER EUROPE, EDP, ENDESA, HUHTAMAKI, NAVANTIA, NEINVER

AUTOMOTIVE

EUROMASTER, HYUNDAI, NISSAN AUTOMOTIVE EUROPE, RACE, TOYOTA, VOLKSWAGEN GROUP ESPAÑA DISTRIBUCIÓN

OTHER COMPANIES

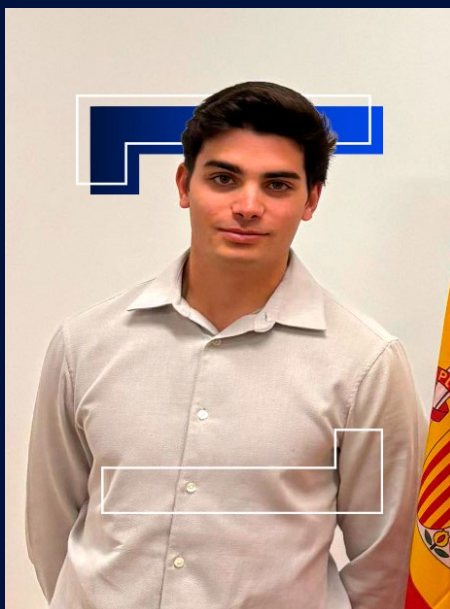
AMAZON, BANCO SANTANDER, CARREFOUR, FEVER, HEINEKEN, HENNEO, KENVUE, MAPFRE, MCDONALD'S, SANTALUCÍA, THE LEGO GROUP, TIBA, VERSACE

Countries where Graduates work

92% work in Spain

8% remaining are employed in Ireland, the Netherlands, Germany, Ecuador, the United States, France, Luxembourg, Portugal, and Switzerland

”



Juan Serrano García

Trade and Investment Advisor, Economic and Commercial Office of Spain in Los Angeles (Embassy of Spain)

Alumni – Bachelor's in International Business

The education I received at ESIC gave me a solid foundation in international business and a practical understanding of the corporate environment, which helped me successfully pass the ICEX scholarship selection process. That step was key to joining my current institution and role.

I also greatly appreciate the support I received from the Professional Development Unit during the early stages of my career. Many of the insights and knowledge gained during my studies continue to be useful in my day-to-day professional life.

POSTGRADUATE DEGREES

Recognised in the world's leading rankings

**Bloomberg
Businessweek**

ELMUNDO

Forbes



Key Roles by Area:

COMMUNICATION AND ADVERTISING

- Account Executive
- Institutional Communication Coordinator
- Content Creator
- Director of Marketing and Communication
- Google Ads Specialist
- Social Content Manager
- Social Media Strategist
- Communications Officer

MANAGEMENT AND LEADERSHIP

- Shopper Marketing Analyst
- Associate Director
- Brand & Marketing Coordinator
- Business Manager
- Chief Operating Officer (COO)
- Commercial Director
- Head of Control
- General Manager
- Head of Internal Audit
- Logistics Manager
- Marketing Manager
- Senior Project Manager
- Strategy Consulting Manager

FINANCE

- Chief Financial Officer (CFO)
- Financial Consultant
- Finance Director
- Head of Administration
- Strategy & Transactions Specialist
- Treasury Analyst

LOGISTICS

- Operations Coordinator
- Logistics Director
- Stock Manager
- Category Manager
- Production and Purchasing Technician

MARKETING

- Account Executive
- Affiliate Marketing & Retail Media Executive
- B2B Analyst
- Channel Account Manager
- CRM Specialist
- Customer Success Manager
- Digital Marketing Specialist
- eCommerce Manager
- eCommerce Merchandiser
- Field Marketing Manager
- Influencer Marketing & Digital PR Specialist
- Key Account Manager (KAM)
- Marketing & Communication Director

- Product Specialist
- Programmatic Specialist
- Research & Insight Manager
- Audience Acquisition Manager
- Marketing Manager
- Retail Merchandiser
- Senior Acquisition Marketing Manager
- Digital Marketing Technician
- Trade Marketing Specialist

INTERNATIONAL BUSINESS

- Business Consultant
- Communication Specialist
- Procurement Specialist
- Sales Representative
- Supply Chain Analyst

Key Industries:

BUSINESS CONSULTING

ACCENTURE, BEWAY, DELOITTE, EY, GEDETH NETWORK, KPMG, LEYTON, MCKINSEY & COMPANY, NIELSEN IQ, NTT DATA, OMEGA CRM

INDUSTRY, ENGINEERING AND CONSTRUCTION

AIRBUS, ALIAXIS, B.BRAUN, BRONMETAL, COPCISA, DREES & SOMMER, EDP, FCC ENVIRO, GENERAL DYNAMICS, JINKO POWER, SERVEO

BANKING AND FINANCIAL SERVICES

BANCO PROMERICA, BANCO SABADELL, BNP PARIBAS, CAIXABANK, OPPLUS, RIA MONEY TRANSFER

SALES AND DISTRIBUTION

ALIMERKA, AMAZON, DIA ESPAÑA, EL CORTE INGLÉS, KENAY HOME, K-GLOBAL, ROSSELLIMAC

HUMAN RESOURCES

- Executive Search Consultant
- People & Culture Specialist
- Head of Human Resources
- Talent Acquisition Specialist
- Talent Management Technician

TECHNOLOGY

- Analyst
- Digital Value Analyst
- Consultant
- CRM Data Analyst
- Data Centre Operations Specialist
- Digital Analyst
- Functional Consultant
- IT Support Technician

MARKETING AND COMMUNICATION AGENCIES

BBVA CREATIVE, DENTSU, HAVAS, LABELIUM, MONKS, PHD, SAMY, SOYOLIVIA MEDIA GROUP, WPP MEDIA

FOOD AND BEVERAGE

CAMPOFRÍO FOOD GROUP, COCA-COLA FEMSA, MAHOU-SAN MIGUEL, RED BULL, VICKY FOODS

FASHION, LUXURY AND COSMETICS

BEATRIZ FUREST, FARMASI, LOEWE, LOREAL, MANGO, PANDORA, ROSA CLARÁ, SEPHORA, UNISA SHOES & ACCESSORIES, VIA OUTLETS

OTHER COMPANIES

ALSEA, AYESA, CHEP, DIRCOM CHUBB, FEVER, HYATT, JANSSEN CILAG, KENVUE, KIA, MAERSK, METLIFE, MINOR HOTELS, MSI, NATIONALE NEDERLANDEN, PROSEGUR, SABSEG, SHAKERS, TEVA PHARMA, TOYOTA, TSB, TUTEUR GROUP

Countries Where Graduates Work

92% work in Spain

9%

remaining are employed in Argentina, Brazil, Colombia, El Salvador, Peru, Germany, Costa Rica, Ecuador, Slovakia, United States, Italy, Japan, Venezuela

ENTREPRENEURSHIP

During the 2022/2023 academic year, over 350 projects received dedicated support, and more than 1,200 students were advised across the various campuses. The projects spanned sectors such as fashion, technology, and sustainability, with a strong trend towards mobile app development and e-commerce, highlighting the growing need to strengthen training in web development and programming.

In addition, ESIC participated in over 50 events and activities throughout the year, creating valuable opportunities for learning and networking:

- The Next Web Valencia – participation at the LLAMP programme stand (Generalitat Valenciana)
- LLAMP 3i Project – advanced acceleration programme for Valencian companies; 89 projects mentored by ESIC Emprendedores Valencia
- Entrepreneurship Journey – 50 students took part in 8 projects
- Seed Forum – 30 students presented 7 final projects; included a funding round with investors
- Entrepreneur Meetups – monthly events for experience sharing and networking with alumni and entrepreneurs from various sectors
- Agreement with Starsud – over 150 students benefited from mentoring
- Santander Explorer X – 8 projects received personalised support
- Online Entrepreneurship Acceleration Bootcamp – 10 projects awarded scholarships
- Explorer Programme – Banco Santander – 99 participants and 68 projects
- Demo Day: The Gap in Between – 20 tech and product-based startups showcased
- CEEI Workshops – focused on media and communication
- Session with Begoña Pastor – Angela Impact Economy
- Event on regulatory changes in sustainability – high attendance and networking opportunities
- INNPAR Universities Training Programme
- Investor's Day – ESIC x Fellow Funders
- BBVA & ESIC Hackathon: Beyond Barriers

Collaboration Agreements

Leanspot, GUESS, Santander Startups, La Nave Madrid, Spain – Entrepreneurial Nation



AWARDS

- Initiative Award (Pozuelo Town Council)
- Business Creation
- Best Undergraduate and Master's Final Projects in Entrepreneurial Initiative
- Aster Award – Best Entrepreneur
- “Emprende con Marca” (in collaboration with the Spanish Patent and Trademark Office)
- Activa Talento Programme Awards



Judit Jover Martínez

Digital Marketing Consultant, Digital Menta Alumni – Master in Digital Marketing (MMD)

I chose the Master in Digital Marketing because I was looking for a practical, up-to-date programme connected to the realities of the market. I've always known I wanted to build my career in the fashion industry, and I understood that digital was (and still is) the path to bring real value to such a competitive and fast-changing environment. What I valued most about the master's was its hands-on approach and the opportunity to learn directly from active professionals, which allowed me to quickly apply what I learned to real business situations.

Being able to combine the programme with an internship was key to making that leap with confidence and experience. The Professional Development Unit was also a great support. I felt genuinely guided—helped to identify my strengths, work on areas for improvement, and understand how to align my profile with my goals. Knowing that this support continues even after finishing the master's is something I truly appreciate.

PROFESSIONAL DEVELOPMENT UNIT

We support the professional journey of our students and alumni by connecting their talent with the real needs of the labour market. Our mission is aligned with ESIC's purpose: to transform individuals so they can thrive in their professional lives, ethically, responsibly, and with a positive impact on their organisations and society.



FOR COMPANIES

We work closely with companies to provide tailored talent solutions, from junior profiles to senior positions, across all functional areas. Our services include:

- **Career Centre:** Comprehensive recruitment, search, and pre-selection service for both internship placements and experienced professionals at all levels and functions.
- **Employability Portal:** A digital platform to post vacancies, manage applications and documentation, with multiple contacts per company and/or multiple companies per contact.
- **Employability activities:** Held at ESIC campuses or at your company, to showcase your structure, working methods, organisational culture, and professional development opportunities.
- **Meet Your Employment:** Sector-specific job fair.
- **Live Recruitment Days:** Live recruitment processes.
- **Employability Forums:** Events focused on labour market trends.
- **Collaborative Projects:** Business cases, simulations, hackathons, etc.



Germán Ezquerro Bermejo
Europe Talent Acquisition Senior Consultant
LLYC (Llorente & Cuenca)

At LLYC, we value ESIC students because they combine excellent training in Marketing and Communication with a mindset strongly oriented towards innovation and creativity. They stand out for their ability to understand the ever-changing environment we operate in. Their business-oriented mindset, along with their strong teamwork skills, makes them versatile, strategic profiles with great growth potential. Exactly what we look for at LLYC!



FOR STUDENTS AND ALUMNI

We accompany our students from the discovery of their professional profile through to their entry into the job market and throughout their careers. We offer:

- **Employability Pathway:** Professional profile positioning, skills development, recruitment processes, networking, and personal branding.
- **Personalised Career Guidance**
- **International Legal Advice:** Specific support for non-EU students.
- **Employability Portal:** Exclusive access to internship and job opportunities.
- **Company Engagement Activities:** Workshops, job fairs, on- site recruitment processes, and networking events with industry professionals.



The Professional Development Unit is present across all ESIC campuses, with a team of professionals specialised in employability, internships, and career development, committed to the professional growth of our students and the success of our corporate partners.



CONOCIMIENTOS + HABILIDADES + ACTITUDES
DESARROLLO
PROFESIONAL

NUESTRA META,
TU DESARROLLO
PROFESIONAL



Methodology and Sample:

2,176 graduates from the academic year 2022/2023. 411 surveys completed. Surveys were sent via individualised email to each graduate Data collection period: May 2025 Statistical analysis conducted by: ENET CONSULTING

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