



INDUSTRY REPORT
MARKETING

JULY 2025

ie
UNIVERSITY
TALENT & CAREERS

AGENDA

1. Industry Overview
2. Key Trends to Know
3. Global & Regional Perspectives
4. Career Paths & IE University Alumni Success
5. Skills in Demand and How to Prepare
6. When to Apply: Recruitment Timelines
7. Support & Resources for IE Students
8. Recomendations for Career Success
9. Useful Resources



Industry Overview

Marketing is a fast-moving, creative, and technology-driven sector that plays a critical role in helping organizations connect with audiences and grow their businesses. From strategy to storytelling, data analysis to digital tools, marketing careers span a wide variety of functions. This report is designed to help IE University students explore career opportunities in marketing, understand current industry trends, and prepare for successful entry into the job market.

Core Segments of the Marketing Sector in 2025

- **Advertising, Media & Creative Agencies:** Focused on brand storytelling, visual identity, and media strategy.
- **Strategy, Research & Analytics:** Data-driven marketing consultancies offering customer insights and strategic planning.
- **Experiential & Retail Marketing:** Specialized in events, pop-ups, in-store experiences, and sensory brand engagement.
- **Digital & Technology-Driven Marketing:** Centered on digital platforms, performance campaigns, and automation.

Key Trends to Know

2

What's New in 2025?

Emerging innovations and challenges are shaping the future of marketing:

- **AI-Driven Content Creation:** Generative AI is being used to create images, videos, and ad scripts.
- **Goodbye Cookies:** With the decline of third-party cookies, there's a growing focus on privacy-compliant, first-party data.
- **Immersive Marketing:** AR, VR, and metaverse activations are expanding experiential opportunities.
- **Purpose-Driven Branding:** Campaigns now prioritize values like inclusion, sustainability, and ethics.
- **Real-Time Metrics:** Clients expect instant analytics and optimization, especially with tight budgets.
- **Influencer Evolution:** Micro-influencers and performance-based models are reshaping creator marketing.
- **New Channels Constantly Emerging:** Platforms like BeReal and Threads challenge marketers to stay agile.



Global & Regional Perspectives

3

Global Shifts

- Rise in MarTech, automation, and omnichannel marketing.
- Stronger regulations (e.g., GDPR) require privacy-first strategies.
- Freelance and remote roles are expanding globally.

Regional Highlights

- **North America:** Tech-driven, innovation-led marketing.
- **Europe:** Regulatory focus; creative hubs in UK, France, Germany.
- **Asia-Pacific:** Creator-first and mobile-first markets.
- **Latin America:** Growth in influencer marketing; economic swings affect hiring.
- **Middle East & Africa:** Strong digital transformation and brand building.



Career Paths & IE University Alumni Success

4

Marketing offers diverse roles: **brand strategist, digital analyst, UX designer, creative director**, and more. IE alumni are:

- Working at top global agencies like **Ogilvy, VML, Edelman**, and **Publicis**.
- Launching startups in branding, social media, or AI-driven marketing.
- Moving between agency and client-side roles in sectors like **fashion, tech**, and **FMCG**.
- Supporting current students through mentorship, talks, and job referrals.

Ogilvy



VML



Edelman



PUBLICIS
GROUPE

Skills in Demand & How to Prepare

5

Most Valued Skills:

- Analytics (Google Data Studio, Tableau)
- UX/CX and customer journey mapping
- AI prompt writing and content ideation
- Paid media and SEO
- Storytelling, branding, and creative thinking
- Teamwork and project management (Agile, Trello, Asana)

Tools to Learn Before Graduation:

- Google Analytics, Meta Ads, HubSpot, Mailchimp
- Adobe Creative Suite, Figma, Midjourney (for creative roles)

Popular Roles

- Performance Marketer
- Brand Strategist
- UX Researcher
- Content Manager
- MarTech Analyst

When to Apply: Recruitment Timelines

6

Agencies (WPP, Publicis, Ogilvy, etc.)

- Start early (Sept–Oct); some roles close by Nov/Dec.
- Internships mostly in summer (May–Aug).
- In-House Marketing (e.g., L'Oréal, Nestlé)
- Applications open Sept–Nov; strict deadlines.
- Graduate schemes begin July/Sept.

Tech & Digital Companies (Google, TikTok, Salesforce)

- Rolling applications year-round.
- Faster timelines for junior/creative roles.

Startups & Small Agencies

- More flexible, quick hiring.
- Network-based referrals common.

Tip: Apply early and build your portfolio during your studies.

Support & Resources for IE Students

7

- **Career Panels, Events & Workshops:** Learn from alumni, professors and industry experts.
- **Network with IE Alumni:** Use LinkedIn and T&C resources and events to connect with professionals in your area of interest.



Recommendations for Career Success

8

- Create a strong personal portfolio (e.g., content reels, campaign decks, etc).
- Take advantage of opportunities to practice with real tools and cases used in the industry.
- Network through events, LinkedIn, and IE alumni groups.
- Stay updated with marketing news and industry trends.

Useful Resources

9

- **IE Talent & Careers Platform:** Job listings, company events, resources, etc.
- **Industry tools/certifications:** Depending on your target role and company of interest, review free certifications on ads, analytics, platforms, etc.
- **Marketing Reads:** HubSpot's State of Marketing, Adobe Trends, McKinsey CMO Survey, etc.
- **Tools Directory:** Figma, Midjourney, Mailchimp, Power BI, Canva, etc.

Your next steps start by identifying your interest area (creative, strategic, digital, analytical) and build skills accordingly. Use the IE ecosystem to gain practical experience and industry exposure. Marketing is evolving fast—and so can your career.

