

# Annenberg Job Placement Report Class of 2023

## *ASCJ Office of Career Development*

Each year, the office of Career Development performs a placement survey of all Annenberg graduates one year after graduation. The placement data that is obtained through the survey is supplemented by data from LinkedIn as well as reports submitted by faculty members, and academic advisors. Through these means, **data on 88% of 2023 graduates are available\***. We are pleased to report that the overall numbers are very strong: **98% of students who graduated with a BA** were employed 12 months after graduation and **99% of students who graduated with a Master's degree** were employed within that same timeframe.

Major	Total # of Graduates	Accounted for %**	Employment %***
<b>Communication</b>			
BA: Communication	268	78%	98%
MA: Communication	16	75%	100%
MCG: Communication Management	201	76%	100%
MCG: Communication Management (Online)	87	78%	100%
MA: Global Communication	65	65%	98%
MPD: Public Diplomacy	25	80%	95%
MS: Digital Social Media	125	79%	98%
MS: Digital Media Management (Online)	65	91%	100%
<b>Journalism</b>			
BA: Journalism	93	90%	99%
MS: Journalism	20	95%	100%
MA: Specialized Journalism (The Arts)	8	75%	100%
MA: Specialized Journalism	27	74%	90%
<b>Public Relations</b>			
BA: Public Relations	79	85%	100%
MA: Public Relations and Advertising	129	85%	98%
<b>Total</b>	<b>1208</b>	<b>80%</b>	<b>99%</b>

\*Data was collected on 961 students out of 1208 total graduates of the Class of 2023.

\*\* Accounted for is defined as information found through survey, LinkedIn, or faculty/staff update.

\*\*\* Employment is defined as full time paid internship, full time job, and enrollment in graduate school.

The following is a sample of positions by degree program held by members of the Class of 2021 (bachelor's and master's). The degree program of the alumnus is listed after each position:

### BA in Communication

Company	Job Title
adidas	Sales Support Representative
AEG	Global Partnerships, Sales/Activation Coordinator
American Express GCS	Product Development Intern
Athlaw LLP	Legal Intern
Beacon Hill Staffing Group	Technical Staffing Consultant
Bezos Earth Fund	Digital Communications Intern
BlackRock	Analyst, Consultant Relationship Manager
Bumble	campus event manager
Creative Artists Agency	Sports Broadcasting Intern
Citi	Early ID Leadership Program
Clear Channel Outdoor	Account Executive
CNN	Anchor Producer
Columbia Records	Social Media Coordinator
Day One Agency	Communications Coordinator
Dick's Sporting Goods	Marketing Assistant
DoorDash	Brand Marketing Manager
Edelman	Assistant Account Executive
Edleman	Project Coordinator
Epic Records	Assistant, Brand Partnership
Extension PR	Assistant Account Executive
Foreign Policy Research Institute	research assistant
Fox Media Group	Talk Show Host
Goop	Fashion and Home Intern
Havas Formula	Public Relations Assistant
ILIA Beauty	Brand Partnerships
KFMB-TV CBS 8	TEGNA Producer in Residence
LAFC	Operations Team Member
Live Nation Entertainment	Regional Marketing Coordinator
Morgan Stanley	Virtual Engagement Associate
National Football League	Integrated Sales Coordinator
NBCUniversal	West Coast Page
NBCUniversal	Casting Coordinator
Poosh	Sales and Marketing Intern
R&CPMK	Trainee, Inventory Management & Content Tracking
San Jose Sharks	Inside Sales Consultant
Sunshine Sachs Morgan & Lylis	Public Relations Assistant
The A List	Special Projects
TikTok	Event Specialist
Warner Music Group	Administrative Assistant
Weber Shandwick	Public Relations Intern
WME Sports	Assistant, Basketball
Zeno Group	Assistant Account Executive

### MA in Communication

Company	Job Title
University of Southern California	Teaching Assistant
Ingenius Prep	Marketing Manager
Liquid I.V.	Graphic Designer

### Master of Communication Management

Company	Job Title
Adidas	Marketing Management Trainee
Amazon	Account Executive
Atlanta Hawks	Brand Communications Assistant
Boeing	Program Management Specialist
China Television Corporation	Market Research Analyst
Dentsu	media planning intern
Edelman	Assistant Account Executive
Electronic Arts, Inc.	Public Relations Specialist
EM Cosmetics	Social Media & Influencer Manager
Extension PR	Associate Account Executive
Golden State Warriors	CRM Strategy Assistant
Keck Medical Center Of Usc	media relations coordinator
KPMG	Advisory Associate, Health & Government Solutions
LASEC	Event Operations and Community Impact Coordinator
Live Nation Entertainment	Associate Manager, Influencer Marketing
Microsoft	Inclusive Hiring Partner Engagement Manager
MPRM	Account Assistant
National Geographic Society	Manager, PR & Media Relations
Nationwide	Sr. Analyst, Business Insights
NBCUniversal	Manager, Brand Strategy & Consumer Engagement
OMG23	Assistant Analyst Programmatic
Palm Springs Art Museum	Programs and Strategy Manager
Paramount	Corporate Insights Intern
Phoenix Suns	Graphic Designer
Second Harvest Food Bank	Program Coordinator
SHEIN	Project Specialist
Sony Pictures Entertainment	Account Management & Marketing
SpaceX	HR Coordinator
TelevisaUnivision	Account Coordinator
Tencent	Content Operator
Tesla	Service Support Supervisor
The Walt Disney Company	International Content Strategy & Operations
The Walt Disney Company	Publicity Coordinator
TikTok	TikTok Live BA & Strategic Ops
Tower 28 Beauty, Inc.	Ecommerce Associate Manager
Tripalink	Senior Regional Marketing Specialist
Unicef	Media & Communications Consultant
Union Pacific Railroad	Manager I Train Operations

### Master of Communication Management (Online)

Company	Job Title
Africa CDC	Senior Communications Officer
Atlas Clean Energy	Co-Chief Executive Officer
Bank of America	Officer; Project Operations
California Baptist University	VP, Marketing and Communications
Caltrans	Marketing/HR Assistant
Creative Artists Agency	assistant, music marketing
Edelman	Assistant Account Executive
Evergreen Trading	Senior Media Buyer
General Atomics Aeronautical Systems	Regional Marketing Lead
Intuit	Customer Experience Group Manager
Ketchum	executive vice president and managing director, food and cultivate
Lionsgate	senior sales coordinator
Los Angeles Dodgers Foundation	2023 associate
Ronald Mcdonald House Charities	special events coordinator
Spurs Sports & Entertainment	senior employee experience manager
The Diamond Awards, LLC	Cahirman
The Enviromental Career Coach	Contractor
The Recreational Group	Marketing Content Creator
U.S. Department of State	Program Analyst
UCLA	program manager
US Navy	Public Affairs Manager
Wieden + Kennedy	account executive
Wilshire Law Firm	Executive Assistant

### Master of Global Communication

Company	Job Title
China Media Project	CMP Intern Researcher
Deluxity Inc.	E-Commerce & Marketing Specialist
Enact Insight	Analyst
EPIC Entertainment Group, LLC	Media Strategist
EqualOcean	Business Analyst
Focus on UX!	User Experience Researcher
Girls Inc.	Development Research Coordinator
Hustle&Co.	Account Coordinator
NexBlue	Marketing Manager
POV Agency	Communications Intern
Pure Communications Group	Marketing & Event Coordinator
Red	Content Operator
Shareability	Social Content Ideation Intern
Smith & Company	Senior Account Executive
United Talent Agency	Assistant to Partner
University of Southern California	Market Research and Media Monitoring Associate
Unsugarcoated Media	Marketing Strategy Manager

### Master of Public Diplomacy

Company	Job Title
Feya Tech	Social Media Marketing Specialist
Flintco, LLC	Strategy Associate
IAN Financial Group	Financial Writer
JTA Pacific	Project Coordinator
Kforce Inc.	Market Manager
Lindamood-Bell Learning Process	Center Director
Randall R. Kendrick Global Supply Chain Institute	Graphic Designer
SV Summit, Inc	Marketing Specialist Internship
Targeted Victory	Corporate Analyst
The White House	Advance Associate
Turbo Supply Chain (USA) Co., LTD	Marketing and Social Media Coordinator
U.S. Department of State	Global Events Coordinator
U.S. State Department	U.S. Diplomat
University of Southern California	Customer Service Specialist
University of Southern California	Program Specialist

### Master of Digital Social Media

ABC 10News San Diego	Digital Content Producer
American Red Cross	Director of Programming
Babbel	growth marketing associate
Baidu USA	Advertising Account Manager
CapCut	Product Marketing Manager
Christian Dior Couture	Client Development Trainee
David Lang & Associates	Account Executive
Edelman	Assistant Account Executive
Epic	Technical Solutions Engineer
ESRI	UX/UI Designer
Harvard Medtech	Sales & Marketing Intern
iHeartMedia	Manager, Digital Media Strategy & Planning
LA Weekly Asia	Content Editor
Los Angeles Rams	Digital Coordinator
Moo Housing	Digital Marketing Specialist
Moveable Inc.	Creative Events Marketing & Production Specialist
Moxy Hotels	Front Desk Associate
Murad	Associate, Operations-E-commerce
PMG	Analyst I
Roku Inc.	Content Partnership Coordinator
Saatchi & Saatchi Los Angeles	Assistant Ad Operations Media Planner
Sony Music	Executive Assistant
The Walt Disney Company	Executive Assistant, Development
TikTok	Content Operations Associate
TLC Worldwide	Account Manager
Tripalink	Regional Marketing Specialist
Tripalink	Social Media Specialist
Wunderman Thompson	Associate Strategist

### Master of Digital Media Management (Online)

Company	Job Title
Amazon Lab126	Software Development Engineer
Amazon Studios	Digital Asset Manager
BMG Marketing	Marketing Specialist
City of San Jose	Analyst
Collab, Inc.	Director, Digital Rights Management
Epson America	senior advertising specialist
Innocean USA	Director of Digital Analytics
Los Angeles Times Communications, LLC	deputy features editor and weekend section editor
MA Labs	Marketing Communications Specialist
Mattel	associate marketing manager
Peninsula Symphony Orchestra	Director of Marketing & Digital Content
Samsung Electronics	Sales Data Analyst
San Diego Padres	Event Crew
Southwest Mobile Storage	Digital Marketing Manager
Target River	Project Manager
The Walt Disney Company	Development Production
University of Southern California	digital content coordinator
US Weekly	Senior Writer
Venus Elements	Marketing Assistant
Ward Consulting Group	non-profit consultant
Wella	director, content and communications production
YouTube	Member Communications Manager

### BA in Journalism

Company	Job Title
23ABC (KERO-TV)	Producer
ABC News	Social Media Producer
Adobe	Digital Strategy Analyst
BÉIS	Copywriter
Buffalo Bills	Media and Content Intern
Converse	Global Brand Representative - Converse All Star
Daniel H. Birman Productions, Inc.	Coordinator, Development and Production
Dior	Sustainability Fellow
Edelman	Assistant Account Executive
Enthusiast Gaming	Strategic Partnerships Intern
ESPN	Associate Editor, Trending Topics
European Broadcasting Union	communications intern
FOX Sports	Production Assistant
Honolulu Star-Advertiser	General Assignment Reporter
KCRW	USC Luminary Fellow
KCWY News 13	Reporter
KESQ, News Channel 3; KPSP; KDFX; Telemundo 15	Reporter/MMJ
Los Angeles Business Journal	Finance Reporter
Los Angeles Chargers	Chargers LUX Gameday Associate
Los Angeles Clippers	Radio Play-by-Play Broadcaster
Minnesota Public Radio	Radio Journalist Intern
NBC News	NBC Nightly News Production Assistant
NBCUniversal	TODAY Show Broadcast Intern
Reuters News Agency	Economics Reporter
San Mateo Daily Journal	Reporter
Simple Science	Associate, Marketing Communications Manager
Snap, Inc.	Digital Ad Support Specialist
Tamron Hall Show	Creative Production Assistant
The Arizona Republic	City Watchdog Reporter
The New Yorker	Freelance Cartoonist
Troy Camp	Assistant Director of Camp Programming
Wondery	Associate Producer
WPA	Agency Floater

### MS in Journalism

Company	Job Title
Animal Web LLC	Journalist
Fox Media Group	Digital Content Creator
Highway 29 Media	Bilingual Reporter
India Currents	Audience Engagement Editor
inewssource	Environment, energy & public health report
Jets X-Factor	Breaking News Writer
Phoenix Satellite TV U.S., INC	News Intern
Robb Report	Trending News Writer
Television Academy Foundation	Internship Program Assistant
Times Media Group	Staff Writer
USC Annenberg Center for Climate Journalism	Engagement Coordinator
WVVA	Weekend Anchor/Reporter

### MA Specialized Journalism

Company	Job Title
DailyMail.com	Video Producer
ESPN	Next Production Intern
FOX54	multimedia journalist
KXLY TV	Multimedia Journalist
Las Vegas Review-Journal	digital producer
Marketplace by APM	Digital Intern
MrBeast	Lead Video Editor
Newsjunkie	Journalist
Pac-12 Networks	Play-byPlay Commentator
Spectrum	production assistant - sports original programming
The Hockey News	Site Editor
USA Today	Photojournalist
W Radio	Reportero para W Deportes

### MA Specialized Journalism (The Arts)

Company	Job Title
Essence Communications	Lifestyle Editor
The Messenger	Entertainment News Writer
The Venture Center	Communications & Development Manager
Yahoo! Inc.	Senior Editor



### BA in Public Relations

Company	Job Title
American Express GCS	Marketing Analyst
Apple	Communications Specialist
Banana Republic	Stylist & Visual Merchandiser
Creative Artists Agency	Motion Picture Marketing Intern
Dermalogica	Communications Coordinator
Edelman	Assistant Account Executive
Extension PR	Account Coordinator
GM Financial	Strategic Account Manager
Golden State Warriors	Venue Communications Coordinator
Golin	Associate, Cata-Connector
KPMG	Advisory Associate - Customer Engagement
Live Play Mobile Inc.	Social Media & Analytics
Microsoft	Technical Program Manager
NEON	Publicity Intern
Noble West	Account Executive
Oklahoma City Thunder	Video Analysis Charting Associate
Roku Inc.	Editorial Manager, Internal Communications
Sofi Stadium And Hollywood Park	guest experience area manager
Sony Pictures Entertainment	media and talent relations
The Hoffman Agency	Associate Account Executive
United Talent Agency	TV Talent Assistant
Warner Music Group	marketing intern - emerging talent associate program
Warner Records	Emerging Talent Associate
Weber Shandwick	Associate, Client Experience
WME	Talent Agent Assistant

### MA in Public Relations and Advertising

Company	Job Title
ADP	Associate District Manager
Beach House Pr + Social	account executive
Bob Gold & Associates	Account Coordinator
CBS Broadcasting	licensing and sales distribution
Day One Agency	Creative Strategy & Insights Coordinator
Disney Experiences	Marketing Associate
Drift	content marketing intern
Edelman	Communication & PR Account Manager
Edelman	Assistant Account Executive
Ednovate Inc	Public Relations Intern
Fleishmanhillard, Inc.	Alfred Fleishman Diversity Fellow
Fox	content development
Gap, Inc.	Public Relations Specialist
Grandstand Media	Music Publicist
Hello Sunshine	Integrated Marketing Coordinator
IPSY	Social Media & Community
LMJPR	Public Relations Consultant
Los Angeles Lakers	Media Relations Intern
Microsoft	Product Manager
MPRM	Publicity Account Assistant
MSL Global	Assistant Account Executive
National Football League	Integrated Sales & Marketing Coordinator
NBCUniversal	peacock   publicity coordinator
NBCUniversal	Internal Communications Social Media Coordinator, Universal Studios Hollywood
Penguin Random House	Publicity Assistant
R&CPMK	Assistant Account Executive
R&CPMK	account director
Saatchi & Saatchi LA	Assistant Media Planner
Spectrum Networks	Marketing Specialist
The Walt Disney Company	Programming, Synergy & Partnership Marketing   Yellow Shoes Creative Group
Variety	Features/Executive Associate
Warner Music Group	Corporate Communications Coordinator
Weber Shandwick	Account Director, Client Experience