

Annenberg Post-Graduate Outcomes

Class of 2024

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 85% of 2024 graduates are available**. We are pleased to report that the overall numbers are very strong: **95% of students who graduated with a BA** were employed 12 months after graduation and **94% of students who graduated with a Master's degree** were employed within that same timeframe.

Major	Total # of Graduates	Accounted for %**	Employment %***
Communication			
BA: Communication	250	79%	95%
MA: Communication	17	86%	100%
MCG: Communication Management	136	78%	88%
MCG: Communication Management (Online)	115	84%	97%
MA: Global Media and Communication	45	77%	81%
MPD: Public Diplomacy	23	74%	100%
MS: Digital Social Media	123	88%	95%
MS: Digital Media Management (Online)	96	94%	99%
Journalism			
BA: Journalism	84	95%	97%
MS: Journalism	25	93%	88%
MA: Specialized Journalism (The Arts)	5	80%	100%
MA: Specialized Journalism	21	95%	95%
Public Relations			
BA: Public Relations	80	93%	94%
MA: Public Relations and Advertising	100	89%	93%
Total	1120		

** Accounted for is defined as graduates for whom we have post-graduate 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 the graduating Class of 2024 (bachelor's and master's).

BA in Communication

Company	Job Title
Paramount Pictures	Marketing Coordinator
Real Chemistry	Associate, Earned Media
ESPN	Marketing Events Supervisor
Creative Artists Agency CAA	Executive Assistant to Head of Events
House of Victory	NIL Coordinator
Adobe	Program Manager
Yami	Category Management Specialist, Beauty
Free People Movement	Brand Marketing Assistant
NBC	Social Marketing Coordinator
Warner Bros Discovery	Administrator, International Marketing
TikTok	Research and Insights Partner
Sony Music Entertainment	International Marketing Coordinator
Red Bull Media House	Media Programming Strategy Graduate
Harvest Studios	Production Assistant
Burson	Assistant Account Executive
Amazon	Retail Vendor Manager and Category Specialist
Atwood Magazine	Contributing Writer
L'Oreal	Junior Marketing Associate
The A List	Marketing Intern
Republic Records	Digital Strategy and Innovation
iHeartPodcasts	Brand Marketing Specialist
Goodr	Senior Sports Marketing Manager
Sony Pictures Entertainment	Social Media Coordinator
Imax	Analysis Associate
Bucketsquad	Creative Associate
In and Out Burger	Marketing Project Assistant
Brightspot	VP, Revenue Marketing
Brandwatch	Social Media Consultant
American Express	Marketing Analyst
The Wonderful Company	Consumer PR Coordinator
Morgan Stanley	Digital Engagement Associate
Spectrum	Administrator, International Marketing

MA in Communication

Company	Job Title
University of Southern California	Annenberg Fellow
The Paul & Daisy Soros Fellowship For New Americans	Public Voices Fellow

Master of Communication Management

Company	Job Title
National Basketball Association, NBA	Associate, Global Marketing Partnerships
Asian Hall of Fame	Digital Marketing Specialist
Tubi	Media Planning Specialist
Tencent Games	Marketing Intern
Edelman	Public Relations Assistant
ShortMax	Content Development
Kolletive Influence	Marketing Specialist
Mastercard	Global Communications Associate Specialist
AAA	Global Marketing
Christian Dior	Entertainment PR Trainee
Koma Media	Influencer Marketing and Social Media Specialist
OMD	Senior Associate, Digital Activation
More Vfx	Pipeline Technical Director
Genzest	Digital Marketing Manager
Flum	Sales Marketing Coordinator
Mattel Inc.	Associate Face Designer
American Film Showcase	Program Services Coordinator
LA Compost	Senior Outreach and Communications Manager
Chia Network	Communications Manager
Sydney Evan	Marketing Coordinator
Interpret	Market Research and Analyst
WonderLab	Brand Specialist
Overhill Farms	Commercial Communications Intern
California Environmental Voters	Senior Social Media Manager
NBC Universal	West Coast Page
KTVB News Group	News Reporter
REACH	Content Creator

Master of Communication Management (Online)

Company	Job Title
Lionsgate	Digital Marketing Assistant
Disney	Streaming and Content Sales
Paramount	Account Manager, Ad Sales
Autumn Communications	Senior Account Executive
Fox Sports Radio	Producer
Apple	Technical Specialist
SKIMS	Merchandise Coordinator
Allied Universal	Senior Sales Manager
Berkeley Lab	Social Media and Production Specialist
CyberCoders	Director of Marketing and Communications
Epsilon	Senior Account Executive
Waymo	Head of Talent Brand
Civic Arts Austin	Program Manager
Boys & Girls Clubs of America	Partnership Marketing Manager
Samsung Ads	Client Solutions Manager
California Farm Bureau	Public Relations Specialist
Surfer Magazine	Writer
Circana	Account Manager
The Daily Memphian	Chief Content Officer
Tixr	Partnerships Executive, Sports
Behr Paint	Brand Manager
Everest Legal Marketing	Marketing Project Manager
Anderson Group Public Relations	Project Intern

Master of Global Media and Communication

Company	Job Title
VSC	Account Coordinator
Uber	Growth Manager
Because Music	Brand Partnership Assistant
The MRN Agency	Communications Specialist
EarthNutri	Marketing Specialist
Rendora AI	Product Marketing Manager
FX	Brand Marketing Internship
Warner Bros Discovery	Publicity Coordinator
Raytheon	Leadership Development Program Associate

Easytransfer	Regional Marketing Specialist
MullenLowe Global	Brand Localization Specialist
Cupshe	Multi-Channel Operation Specialist
Sima Studios	Media and Communications Manager
ByteDance	Industry Operations and Strategy Associate
Modeliste Magazine	Associate Contributing Editor
SolComms	Account Coordinator

Master of Public Diplomacy

Company	Job Title
VaynerMedia	Media Analyst
UNDP	Portfolio Manager
Elevate Public Affairs	Associate
Brown & Winters	Paralegal
PUAC	Assistant Director
International Medical Corps	Officer, Digital Communications
Rational 360	Digital Fellow

Master of Digital Social Media

Company	Job Title
Tencent	Product Manager
Yahoo	Ad Solutions Specialist
TikTok	Creator Network Growth Manager
Lenovo	Sr Specialist, Marketing Strategy and Planning
Weixin/WeChat	Global Expansion Marketing Manager
PACSUN Pacific Sunwear of California	Digital Marketing Coordinator
Yami	Marketing Specialist
Bloomberg	Financial Product Analytics
Amazon	Ads Performance Manager
Baby Trend Inc.	Marketing Coordinator
Yami	Product Specialist and Marketing Intern
Broadway West	Web Designer
Erka Media	Livestreaming Specialist
Cupshe	Social Media Coordinator
Futu Holdings	Product Marketing Intern
Infold Games	Business Developer
Winsome House	E-Commerce Marketing Analyst
OverCast Digital	Creator Manager

Fantuan	Marketing Specialist
Smart Vend	Marketing Strategy and Advertising Analyst
Television Academy Foundation	Marketing Coordinator
Buzzfeed	Associate Social Media Strategist
Snap Inc	Digital Communications Associate

Master of Digital Media Management (Online)

Company	Job Title
Salesforce	Senior Manager, Research and Thought Leadership
Rare Beauty	Social Impact and Inclusion
NBC	Social Media Editor
Los Angeles Magazine	Journalist
Pinterest	Community Manager, Social
Fox	Marketing Strategy Assistant
Twitter	Technical Operations Manager
The Washington Post	Standards Editor
Altria Group	Brand Manager
Proctor & Gamble	Senior Brand Manager
Tencent	Social Marketing Management Coordinator
Saie	Marketing Event Coordinator
American Legion Gaming	Social Media Coordinator
Spectrum	Production Coordinator
Panasonic	Media Program Manager
CBS Broadcasting	Promotions Assistant
Wella	Associate Brand Manager
Techtronic Industries	Sales and Marketing Representative
Warner Bros Animation	Production Coordinator
Sunland Nutrition	Digital Marketing Specialist
The Annie Agency	Associate Director of Brand Strategy
VaynerMedia	Media Analyst
Lionsgate	Programming and Content Operations

BA in Journalism

Company	Job Title
Los Angeles Magazine	Editorial Intern
CNN	News Associate
ESPN	Digital Content Creator
Crooked Media	Associate Producer, News and Culture
The Los Angeles Times	Reporter
Disney	International Marketing Coordinator
NBC Sports	Desk Editor
NBC News	News Associate, Digital Breaking News
Telemundo 33 Sacramento KCSO	News Intern
KATU-TV	News Producer
El Dorado Films	Research and Development Specialist
Universal Music Enterprises	Marketing Coordinator
FGS Global	Associate
The Bradenton Times	Copy Editor
Seattle Kraken	Partnership Marketing
Crosstown LA	Reporter
National Association of Hispanic Journalists	Social Media Manager
Risa Heller Communications	Associate
Fox Sports	Production Development and Talent
ABC 7 Los Angeles	News Assistant
National Football League NFL	Researcher
National Football League NFL	Associate Podcast Producer
L'Oreal	Junior Digital Associate
PEOPLE Magazine	Editorial Intern
Center for Religion and Civic Culture	Communications Assistant
KGW TV	Producer In Residence
Plutus Agency	Digital Content Editor
Southern California News Group	Journalist
Bisnow	Account Manager
The Everett Herald	General Assignment Reporter
American Urban Radio Networks AURN	Associate Producer
Ogilvy & Mather	Media Planner
PAVE Studios	Associate Producer

MS in Journalism

Company	Job Title
Our Weekly	Assistant Editor
Synergy Sports	Baseball Video Scout
KCAL News	Associate Digital Producer
Lululemon	Community Specialist
WHAS-TV	Producer In Residence
Atlantic Coast Conference	Color Analyst
KTLA	Associate Producer
KOAA News 5	Multimedia Journalist
Dance Media Publications	Contributing Writer
Dreamday	Executive Assistant
Chatanooga Times Free Press	Reporter
Las Vegas Review	Breaking News Reporter

MA Specialized Journalism

Company	Job Title
Los Angeles Sentinel	Sports Writer
PBS Newshour	News Assistant
Gersh	Assistant
KGET-TV 17	Website Producer
The Arizona Republic	Education Solutions Reporter
KFDM 6	Evening News Producer
KGW TV	Producer in Residence
Sony Music Entertainment	Creative Producer
KPFA Radio	Reporter and Editor
Arvon Films	Producer
KUTV 2 News	Multimedia Journalist
Ledger-Enquirer	Business and Engagement Reporter
Reuters International Ltd	OSINT Intern, Open Source Intelligence Analysis

MA Specialized Journalism (The Arts)

Company	Job Title
Dotdash Meredith	Commerce News and Deals Writer, Food Group
Dance Magazine	Freelance Journalist
UCLA	Director of Strategic Communications

BA in Public Relations

Company	Job Title
Golin	Public Relations Intern
Paramount	PR and Awards Coordinator
Walt Disney World	Communications Associate
Hype and Vice	Marketing Intern
Heron Agency	Assistant Publicist
Fleishman Hillard	Public Relations Intern
The Pollack Group	Marketing and Public Relations
Herbivore Botanicals	Brand Marketing Associate
Praytell	Associate Account Executive
REACH Projects	Account Manager, Influencer Marketing
Kaiser Permanente	National Communications Associate
Golden State Warriors	Partnership Development
Los Angeles Sparks	Game Operations and Entertainment Assistant
Creative Artists Agency CAA	Commercial Endorsements Assistant
Havas Formula	Operations Assistant
Flighthouse Media	Creative Marketing Coordinator
Haute Magazine	Visual Design
WE Communications	Assistant Account Executive
University of Colorado Boulder	Assistant Director of Athletic Communications
Persona PR	Account Assistant
United Talent Agency	Corporate Communications
Stanton & Co	Account Coordinator, Athlete Representation
TikTok	Campaign Manager Intern
KNEX Technology	Digital Marketing
APEX Public Relations	Public Relations and Events Assistant

MA in Public Relations and Advertising

Company	Job Title
Edelman	Assistant Account Executive
OMG23	Media Planner
Havas Formula	Public Relations Assistant
Riot Games	Games Producer
Golin	Director, Global Communications Lead
SiriusXM	Sales Marketing Coordinator
SKIMS	Junior Copywriter
TechStyle OS	Marketing Coordinator
Rose Bowl Stadium	Communications Assistant
Starcom	Social Media Analyst
Ketchum	Assistant Account Executive
Experian	Internal Communications Coordinator
Wasserman	Music Agent Assistant
Extension PR	Associate Account Executive
Open Influence	Account Coordinator
APCO Worldwide	AI and Technology Communications Fellow
The Wonderful Company	Coordinator, Consumer PR
Impact24 PR	Account Manager, Publicist
GEELY	Public Relations Specialist
Symrise AG	Global Digital Specialist
The Forward Female	Marketing Manager
Smog City Brewing	Social Media Manager
Rivian	Assistant to Chief Policy Officer
Raytheon Technologies	Principal Specialist
Assembly Media	Assistant Account Executive
Disney	Communications Specialist Intern
Society22 PR	Publicity Coordinator
Cymatics Digital Marketing	Marketing Manager
MOVI Communications	Junior Account Executive
Inkhouse	Assistant Account Executive
Anomaly	Associate Communications Strategist
Universal Music Publishing Group	Administrative Coordinator
CBRE	Communications Specialist