Media Analytics Career Guide

What is media analytics?

- Media analytics measures the success of news, information, persuasive messages and entertainment in reaching and interacting with their intended audiences. Students learn to analyze, visualize and make sense of information related to traditional media, websites, social media and mobile media. – Elon COM
- Social media analytics (SMA) refers to the approach of collecting data from social media sites and blogs and evaluating that data to make business decisions. This process goes beyond the usual monitoring or a basic analysis of retweets or "likes" to develop an in-depth idea of the social consumer. - Techopedia
- Social media analytics is the process of gathering and analyzing data from social networks such as Facebook, Instagram, LinkedIn and Twitter. It is commonly used by marketers to track online conversations about products and companies. One author defined it as "the art and science of extracting valuable hidden insights from vast amounts of semi-structured and unstructured social media data to enable informed and insightful decision making." – Wikipedia

Classes and Curriculum Information

View Classes and Curriculum info [here](#).

Media analytics students focus on the practical, legal and ethical implications of data collection and data sharing, as well as the use of media data to inform decision-making. Starting with basic data, dashboard and statistical literacy, students learn how to properly collect, clean and analyze data, then employ a clear methodology to generate reports with reproducible insights using advanced analytics tools.

Common Career Paths

- Advertising/Media
  - Media Analyst
  - Search Engine Optimization Analyst
  - Search Engine Marketing/ Paid Social Analyst
- Data Science

Types of Roles/Job Titles

- Analyst
- Digital Analyst
- Digital Marketing Analyst
- SEO Analyst
- Paid Search Analyst
- Paid Social Analyst
- Paid Media Specialist
- Social Media Analyst
- Social Media Strategist
- Consumer Insights Analyst
- Marketing Science Analyst
- Data Science Analyst
- Media Research Analyst
- Advertising Research Analyst
- Behavioral Marketing Analyst
- Data Strategist

Employers and Titles of Recent Media Analytics Alumni

COMPANY	TITLE	CITY	STATE
NBC Universal Media	Media Tech Associate	Los Angeles	California
Digimax Productions	Product Coordinator	Los Angeles	California
Citizen Relations	Account Executive	Los Angeles	California
Google	Associate Product Marketing Manager	Mountain View	California
302 Sports	Social Media Coordinator	Newark	Delaware
Bully Pulpit Interactive	Assistant Media Buyer	Washington, D.C.	District of Columbia
PwC	Technology Operations Associate	Tampa	Florida
Annuitas	Marketing Analyst	Atlanta	Georgia
Sapient Razorfish	Junior Associate, Data Science and Analytics	Chicago	Illinois
GRP Media	Assistant Media Planner	Chicago	Illinois
2U	Paid Media Specialist	Lanham	Maryland
Brafton Inc.	Social Media Strategist	Boston	Massachusetts
SessionM	Business Development Representative	Boston	Massachusetts
Wayfair	E-Commerce Rotational Associate	Boston	Massachusetts
IBM	Media Specialist	Cambridge	Massachusetts
All Copy Products	Business Solutions Consultant	Kansas City	Missouri
Digitas	Analyst	New York	New York
Discovery Inc.	Ad Sales Analyst	New York	New York
Wall Street Journal	Junior Audience Analyst	New York	New York
360i	Associate Analyst	New York	New York
Starcom Worldwide	Programmatic Analyst	New York	New York
FCB Health	Assistant Media Planner	New York	New York
Bloomberg	Financial Product Analytics and Sales	New York	New York
Vevo	Advertising Research Analyst	New York City	New York
Red Ventures	Digital Marketing Analyst	Charlotte	North Carolina
McKinney	Assistant Media Planner	Durham	North Carolina
Ketchum	Analyst	Raleigh	North Carolina
Mediahub	Analyst	Winston-Salem	North Carolina
MullenLowe Group	Junior Strategic Analyst	Winston-Salem	North Carolina
SVL Marketing LLC	Analytic Reporting Assistant	Allentown	Pennsylvania
NAIL Communications	Social Ads Manager	Providence	Rhode Island
The Sea Pines Resort	Marketing Coordinator	Hilton Head Island	South Carolina
Kilk Media	Digital Marketing Coordinator	Arlington	Virginia
Red West Analytics	Marketing Strategist	Charlottesville	Virginia
WMIC Global	Targeting Analyst	Fairfax	Virginia

Job Search Tools/Websites

- [Google Jobs](#) – Set up keyword alerts
- [Mashable](#) – Digital and Social Media, Leading Digital Talent Jobs
- [MediaBistro](#) – Job Resources for Media Professionals
- [Prof KRG](#) – Media Jobs and Internships
- [I Crunch Data](#) – Job Board for IT & Data Jobs

Extracurriculars at Elon
- [Elon News Network](#) Analytics Team
- [Live Oak Communications](#) Analytics Team
- The Elon [Center for Organizational Analytics](#)

Professional Associations, News Sites, and Groups
- [Digital Analytics Association](#)
- [Insights Association](#)
- [SearchEngineLand](#)
- [Raleigh SEO Meetup](#)
- [Triangle Marketing Club](#)

Diversity, Equity, and Inclusion
- [Digital Analytics Association Anti-Racism Task Force](#)
- [Blacks in Technology](#)
- [Out in Tech](#)
- [Tech Latino](#)
- [Women in Data](#)

Skills/ Certifications
LinkedIn Learning and YouTube offer free tutorials for most of these
- Google Data Studio
- Tableau
- SQL
- Microsoft Excel
- Google Analytics
- Google Ads/Tags
- R/Python (if you are interested in data science)
- SEMRush
- Social Listening Tools (Hootsuite, HubSpot, Meltwater)