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 Comm](#)

- 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 or social media monitoring is the process of gathering and analyzing data from social networks. 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 studies the measures and metrics that drive media industries, such as ratings, circulation, engagement and audience appreciation. It also analyzes how media usage is tracked and recorded, including audience preferences, user behavior, and customer insights.

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 Elon Alumni

COMPANY	TITLE	CITY	STATE
EVgo	Business Development Intern	Los Angeles	California
NBC Universal Media	Media Tech Associate	Los Angeles	California
Google	Associate Product Marketing Manager	Mountain View	California
Marcus and Millichap	Marketing Coordinator	San Diego	California
Melissa & Doug	Assistant Brand Manager	Wilton	Connecticut
Allied Global Marketing	Film Publicist	Denver	Colorado
Wunderman Thompson	Marketing Coordinator	Washington	District of Columbia
CET Academic Programs	Graphic Design and Marketing Coordinator	Washington	District of Columbia
22Squared	Media Coordinator	Atlanta	Georgia
CNN	Master Control Operator	Atlanta	Georgia
Golin	Public Relations Graduate Internship	Chicago	Illinois
Flywheel Digital	Design Specialist	Baltimore	Maryland
WhyteSpider	Associate DSP Media Specialist	Baltimore	Maryland
MarketBridge	Business Analyst	Bethesda	Maryland
Merkle	Assistant Media Planner	Boston	Massachusetts
Wayfair	E-Commerce Associate	Boston	Massachusetts
Havas Media Group	Analyst	Boston	Massachusetts
Talbots	Web Promotions Analyst	Hingham	Massachusetts
Paradowski Creative	Social Analyst	St Louis	Missouri
Red Dog Media	Marketing Specialist	Henderson	Nevada
Allianz Global	Associate Underwriter	New York	New York
Assembly Media	Analyst	New York	New York
DNA Communications	Junior Associate	New York	New York
Equativ	Partnerships Manager	New York	New York
The Lunar Solar Group	Growth Analyst	New York	New York
VaynerMedia	Post Creative Strategist Resident	New York	New York
Glen Raven	Brand Activation Coordinator	Burlington	North Carolina
Transimpact	Creative Content Specialist	Emerald Isle	North Carolina
Pace Communications	Associate Strategist	Greensboro	North Carolina
NASCAR	Digital Platform Coordinator	Charlotte	North Carolina
Gelia	Junior Art Director	Raleigh	North Carolina
Shellback Semiconductor Technology	Marketing Associate	Coopersburg	Pennsylvania
Clark Associates	Content Marketing Specialist	Lancaster	Pennsylvania
Neighborhood Health Plan of Rhode Island	Marketing Communications Specialist	Riverside	Rhode Island
Webconnex	Data Analyst	Austin	Texas
Bloomberg Industry Group	B-Launch Sales Associate	Arlington	Virginia
Markel	Marketing Assistant	Richmond	Virginia
PublicRelay	Media Analyst	Tysons	Virginia

Job Search Tools/Websites
- [Google Jobs](#) – Set up keyword alerts
- [MediaBistro](#) – Jobs and internships in the media industry
- [The Media Job Board](#) – Jobs and internships in the media industry
- [I Crunch Data](#) – Job Board for IT & Data Jobs
- [MEO Jobs](#) – Comprehensive list of newly available media jobs and internships, updated weekly
- [PRSA Job Center](#) – Public Relations, Advertising, and Marketing Jobs and Internships
- [PR News](#) – Public Relations Jobs and Internships
- [4A's Agency Search Tool](#) – Searchable database of agencies by location, specialization, etc.
- [FlexJobs](#) – Job Board for remote and hybrid jobs, includes analyst and advertising/marketing jobs
- [UpWork](#) – Freelance jobs, includes digital marketing, data science, and analytics opportunities

Extracurriculars at Elon
- [Elon News Network](#) Analytics Team
- [Live Oak Communications](#) Analytics Team
- The Elon [Center for Organizational Analytics](#)
- [Campus events](#) and resources offered through [Data Nexus](#)

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

Diversity, Equity, and Inclusion
- [Digital Analytics Association Anti-Racism Task Force](#)
- [Blacks in Technology](#)
- [Out in Tech](#)
- [Techqueria – Latiné professionals in tech](#)
- [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)