

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](#)

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
Flip	Account Manager	Los Angeles	California
EVgo	Business Development Intern	Los Angeles	California
Allied Global Marketing	Film Publicist	Denver	Colorado
Bloomberg Law	Reporter	Washington	District of Columbia
BCW	Assistant Account Executive	Washington	District of Columbia
The Walt Disney Company	Consumer Franchise Strategy Intern	Celebration	Florida
The Home Depot	Digital Designer	Atlanta	Georgia
22 Squared Inc.	Media Coordinator	Atlanta	Georgia
TransPerfect	Account Manager	Chicago	Illinois
WhyteSpyder	Associate DSP Media Specialist	Baltimore	Maryland
Planhat	Business Development Representative	Boston	Massachusetts
Talbots	Web Promotions Analyst	Hingham	Massachusetts
Paradowski Creative	Social Analyst	St. Louis	Missouri
Red Dog Media Inc.	Marketing Specialist	Henderson	Nevada
Creamer & Co, LLC	Brand Account Planner	Hooksett	New Hampshire
Edgewood Pharmacy	Social Media Specialist	Warren	New Jersey
Golin	Analytics Intern	New York	New York
QNY Creative	Social Media Manager	New York	New York
IBM	Marketing and Communications Professional	New York	New York
Collective	Product Marketing Manager	New York	New York
VaynerMedia	Project Management Resident	New York	New York
Equativ	Partnerships Manager	New York	New York
Mythic	Social Media Intern	Charlotte	North Carolina
AmWINS Group	Jr. Graphic Designer	Charlotte	North Carolina
Pace Communications	Associate Strategist	Greensboro	North Carolina
Sales Factory	Insights Analyst	Greensboro	North Carolina
Yep Roc Records	Digital Marketing Coordinator	Hillsborough	North Carolina
Office of Governor Josh Stein	Executive Assistant	Raleigh	North Carolina
Levitae	Web Designer	Raleigh	North Carolina
WXII 12 News	Media Analyst	Winston-Salem	North Carolina
Shellback Semiconductor Technology	Marketing Associate	Coopersburg	Pennsylvania
ParetoHealth	Intern	Philadelphia	Pennsylvania

ACE Creatives	Associate Social Media Manager	Remote	Remote
Webconnex	Data Analyst	Remote	Remote
Neighborhood Health Plan of Rhode Island	Marketing Communications Specialist	Riverside	Rhode Island
Texas Instruments	Brand Marketing Operations	Dallas	Texas
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
- [PRSA Job Center](#) – Public Relations, Advertising, and Marketing Jobs and Internships
- [PR News](#) – Public Relations Jobs and Internships
- [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

- [Insights Association](#)
- [SearchEngineLand](#)
- [MarTech](#)
- [Raleigh SEO Meetup](#)
- [Triangle Marketing Club](#)

Diversity, Equity, and Inclusion

- [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)