365 DataScience

HOW TO BECOME A MARKETING ANALYST

Soft Skills
Strong Communication and Proactivity

Technical Skills
Excel, PowerPoint and SQL

Salary
$54,155 on Average

Education
BA Degree

Experience
3.6 Years on Average

PROFILE

- Hands-on, versatile role
- Works closely with product owners

- Introduces a company's products and showcases their value to customers
- Leverages multiple sources of data to make informed decisions
- Can be assigned to a specific product/ channel to improve sales and brand awareness

JOB

- Providing feedback
- Running campaigns
- Communicating with agencies to discuss ad spend, campaigns, and promotional budget
- Providing sales team with valuable insights on forecasting and available resources
- Communicating results to Marketing Managers

Marketing analysts give feedback on copy and images, and make sure that brand guidelines have been followed. They are responsible for running campaigns, interacting with agencies, and communicating results to marketing managers. Marketing analysts also collaborate with the sales team and provide them with valuable insights on forecasting and resources that can be spent at a given time.

PATH

The marketing analyst job is a great option to explore on its own but also as an entry-level position that could open the door to a marketing manager position. And, if you're determined enough, you can rise through the ranks and become a Chief Marketing Officer!

SALARY

According to Glassdoor, a marketing analyst makes $54,155 on average. So, if you're just starting your marketing analyst career, expect a median entry level salary of $39k a year. As you gain experience, your salary will increase - a senior marketing analyst can earn up to $76k!

$39,000

First Steps

$54,155

On Average

$76,000

More Experience

We researched many job ads!

SKILLS

Excel

71%

Strong Communication

41%

PowerPoint

27%

SQL

25%

Tableau

Power BI

ML Techniques

19%

8%

6%

Marketing analysts must be proficient in Excel, SQL, and dashboard software such as Tableau and Power BI to self-serve their analysis needs and make adjustments in real-time. But analyzing quantitative input is not the only requirement for the job. Marketing analysts should also be excellent communicators who exude both proactivity and passion for the brand.

EXPERIENCE

Required in Marketing Analyst Offers

No Experience

39%

The average expectation of employers is 3.6 years on the job. However, a whole 39% of jobs didn't require any experience at all! That certainly gives you a good chance to land a marketing analyst job straight after college.

EDUCATION

BA

66%

MA

6%

In terms of academic background, a Bachelor's degree was quoted in 66% of the job offers, while a Master's – in a mere 6%.