

# Digital Analytics and Insights Certificate

## Top Titles for **Texas** Professionals with a **Digital Analytics Certificate**

*Burning Glass Labor/Insight™*



Top Titles	
•	Marketing Manager
•	Marketing Specialist
•	Marketing Analyst
•	Digital Marketing Manager
•	Data Analyst
•	Director of Marketing
•	Marketing Coordinator/Assistant

## Average Salary for Top Digital Analytics Occupations in Texas

*The US Bureau of Labor Statistics*



**\$70,030**

Average annual salary for "Market Research Analyst" in Texas for 2015

**\$140,660**

Average annual salary for "Marketing Managers" in Texas for 2015

## National Employment Growth Projections for Digital Analytics Professionals

*The US Bureau of Labor Statistics*



**19%**

projected increase in national employment for "Market Research Analysts" between 2014 and 2024