

Positioning Maps

Chart Your Path to a Meaningful Career

Competitive positioning is how you differentiate yourself from other job candidates and create value for your employer. It's about how you carve out a niche in the marketplace. These customized guides, by position title, help you achieve this.

October 2024

Your Guide to Becoming a Marketing Analyst

Are you interested in becoming a Marketing Analyst (MA) when you graduate? You are not alone. Many graduates of TRSM, especially BTM majors are interested in this field and are currently working as a Marketing Analyst within many different industries.

This **Positioning Map** identifies the programs you can participate in at TRSM, to help you develop a specific and relevant skill set that will make you more competitive when applying to full-time MA roles.

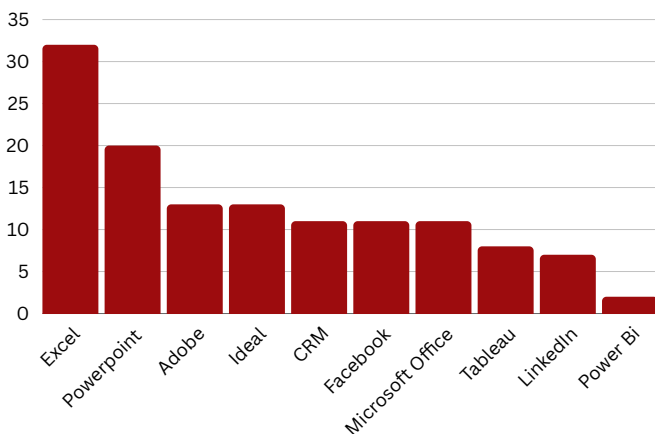
STEP 1 - Understand the Skills Expected of a Marketing Analyst

We analyzed 91 job postings in our job portal, for job postings in our job portal, for Marketing Analyst roles, for the period 2017 to 2024, and identified the top most cited technical and professional skills across these job descriptions.

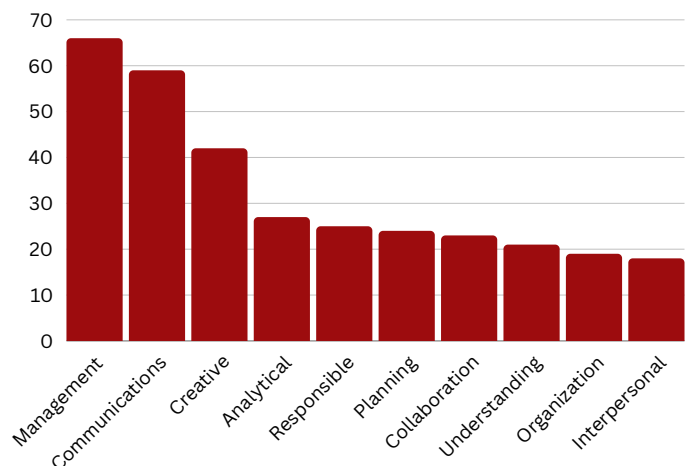
Highlighted below are the skills employers are seeking when recruiting for this role.



Top 10 Technical Skills for Marketing Analyst





Top 10 Professional Skills for Marketing Analyst



STEP 2 - Learn About the Programs That Align With These Skills

Program	
<input checked="" type="checkbox"/>	Register for Bootcamps: Excel, Microsoft Certification, SEO and Analytics, Social Media Marketing, Tableau
<input checked="" type="checkbox"/>	Attend Prep Program: Project Management
<input checked="" type="checkbox"/>	Join Student Groups: Ted Rogers Marketing Association (TRMA) , TRACE , TRSM Student Groups , TMU Student Groups
<input checked="" type="checkbox"/>	Participate in Case Competitions/Conferences: TRACE , Leadership Development , Met Marketing Conference
<input checked="" type="checkbox"/>	Ted Rogers Co-op: If you are a Marketing student, you apply to the Co-op program at the end of your 2nd year, by June 1st (BTM, ENT, HTM, RET, and SAF students also apply at the end of 1st year; all other BM majors program apply at the end of 2nd year)
<input checked="" type="checkbox"/>	Hub Insights reports: Social Media Sector , What Can I Do with My Marketing Major? , Position Descriptions: Marketing Analyst 2024-2025

Employers Also Assess Your Professional Skills

	Management
Marketing Analysts manage data collection, campaign timelines, and coordinate with stakeholders to keep projects on track. They ensure that all teams are aligned and that marketing efforts run smoothly, without delays.	
	Communications
Marketing Analyst communicates data insights clearly, guiding marketing decisions across the organization. Clear communication is essential for a Marketing Analyst, as they translate complex data into actionable insights that guide marketing strategies and decisions across the organization.	
	Creative
Creativity helps Marketing Analysts develop innovative strategies and solve marketing challenges. They use creative thinking to interpret data in unique ways, enabling new opportunities for growth and improvement.	



Analytical

Marketing Analysts analyze large datasets, identifying trends and optimizing strategies to enhance marketing performance. Their data-driven approach helps refine campaigns and improve key metrics like ROI.



Planning

Marketing Analysts plan workflows for analysis and reporting, ensuring resources, timelines, and campaign activities align with business objectives, delivering timely and impactful insights.



Collaboration

Collaboration is key, as Marketing Analysts work closely with sales, product, and creative teams to ensure data insights align with company goals and are actionable.

STEP 3 - Prepare for the Interview

Typical Interview Questions for a Marketing Analyst Role

Below are examples of behavioral and technical questions for a Marketing Analyst interview, paired with answers to guide your preparation. Remember, interview questions may vary based on the industry and level of the role.



Tip#1 As a Marketing Analyst, time management is essential, especially when analyzing data for multiple campaigns simultaneously. Highlight how you prioritize tasks and manage deadlines effectively.

Describe a situation where you had to manage multiple tasks with competing deadlines.

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During my previous role as [position title], I often had to analyze data from various marketing campaigns while preparing reports for stakeholders. To manage this, I broke down each task into smaller subtasks and prioritized them based on urgency and importance. I used project management software to track progress and allocated specific time blocks for high-priority items. This approach allowed me to complete detailed reports on time while also staying on track with ongoing campaign analysis.

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Tip#2 Cross-functional collaboration is crucial for a Marketing Analyst to gather insights from various departments, such as sales, product, and creative teams. Use an example that shows how teamwork contributed to successful data-driven decision-making.

Describe a situation where you had to collaborate with multiple departments or individuals with different skill sets.



During my internship as [position title] , I analyzed customer data to improve our marketing strategy. I collaborated with the sales and product development teams by scheduling regular cross-functional meetings. Their insights into customer preferences and product performance helped me recommend strategies that increased engagement and customer satisfaction. This collaboration resulted in a more targeted approach that boosted both sales and customer retention.



Tip#3 Creativity is essential for a Marketing Analyst when analyzing data. Highlight how you applied creative techniques, such as data visualization or new analytical models, to derive meaningful insights.

Tell me about a project where you used a creative method to extract insights from data.



During a case competition, my team was tasked with improving a retail company's inventory management. We analyzed historical sales data and customer demographics, and then collaborated to create a predictive model in Power BI. This model forecasted product demand with an accuracy rate of 87%, identifying key trends and seasonal patterns. By implementing the recommendations, we projected a 15% reduction in overstock and a 20% decrease in stockouts, optimizing inventory turnover. Additionally, the improved efficiency was estimated to increase sales revenue by 12%. Our comprehensive solution and data-driven approach led us to win first place in our category, showcasing our ability to turn insights into impactful business strategies.



Tip#4 As a Marketing Analyst, working with large datasets requires precision. Describe a situation where your attention to detail led to a positive outcome, especially when dealing with complex or high-stakes data.

Can you describe a situation where attention to detail was crucial to solving a problem or completing a task accurately?



During a marketing campaign analysis, I noticed discrepancies in the click-through rates reported across different platforms. After carefully reviewing the data, I discovered that tracking codes were incorrectly implemented on several pages. By fixing these codes and reanalyzing the data, I provided the team with accurate insights, preventing misinformed strategy decisions. My attention to detail ensured that the campaign performance was accurately measured, leading to better optimization decisions.



In-Depth Questions

Interview questions can vary depending on the industry and the level of the role, but we have gathered some commonly asked questions for students interviewing for a *Marketing Analyst*.



Tell me about a project where you had to gather and interpret complex data from multiple sources. How did you ensure accuracy and consistency?



How would you use Google Analytics to measure the effectiveness of a multi-channel marketing campaign?



You've launched a new campaign that isn't meeting its performance targets. How would you use data to determine the cause and recommend adjustments?



How do you prioritize which marketing metrics to track? Can you give an example of a time when you had to select specific KPIs for a campaign?



When has your analysis significantly influenced a marketing strategy?



How do you prioritize your tasks?



Quick Tip!

- Use the STAR method to answer behavioural questions based on your own experiences to showcase your knowledge and capabilities. Review the [Behavioural Interviews Hub Insights Report](#)
- Remember to tailor your responses to your own experiences and the specific company you're interviewing with.

STEP 4 - Update LinkedIn and Resume - and Apply

Now that you have better positioned yourself for this role, make sure to update your LinkedIn profile, your Resume and Cover Letter to reflect how aligned you now are with this type of role.

Check out these Hub Insights resources for best practices on doing just this!

1. [LinkedIn](#)
2. [Resumes, and Cover Letters](#)
3. [Interview Tips: Behavioral Interviews, Behavioural Interviews In-depth](#)

Employers Hiring Marketing Analyst



Meet a TRSM Alumni



EMILY FOSTER

Senior Advertising Analyst, Mimi's Rock

“ What are the most essential skills for success in your role?

The most obvious and probably common answer here is **Excel, Excel, Excel, and more Excel!** However cliché of an answer it may be, I truly feel like that's the best start you can give yourself. Learning foundational Excel skills opens a lot of doors for any role in analytics. I found it best to grow my technical skills first, and then I was able to spend more time focusing on learning how to best pull insights and learnings from the data. I've also found the **presentation skills** I spent honing during my time at TMU to be extremely valuable. In my current role, I spend a lot of time sharing results with colleagues and leaders so the ability to present with confidence has been vital.

Could you describe a typical day or key responsibilities you manage?

I'm responsible for our online advertising campaigns and I leverage customer signals such as impressions, clicks, conversions, etc. to determine ad strategy. To pull out these insights I **analyze large datasets** specific to each campaign and spend a significant amount of time reviewing key metrics to optimize performance. This also involves subsequent monitoring of campaigns, testing strategies, and sharing data-centric insights and results with the broader team.

How did extracurricular activities help prepare for this career?

I had a few opportunities to attend TRSM organized **Q&As and breakout sessions** with marketing leaders and former students in the field. I found that these were extremely valuable in learning about what to expect in my future career. For example, guidance on what technical skills had served them best and what kinds of supplemental learning had benefited them after graduation. From that point on I made sure to take every opportunity to attend events like this or connect with professors and instructors for advice or hear about their experiences.

Do you have any advice for students who are hoping to break into this field?

Marketing Analytics as a profession is often disguised under a plethora of **different titles and job positions!** Don't let job titles and generalities deter you from putting yourself out there. I've had a few titles so far in my career and all in all, the bones of the role remain the same and I've used a lot of the same marketing analytics foundations and skills throughout my career. If you feel like you're a good fit and your skills and experience match, you're most likely right on track.



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Canva

Canva Learn

Canva is a popular Marketing tool. While it's typically used for creating marketing documents, it also offers a ['Learn'](#) section, including Marketing and design blogs, design school, events, as well as a support center to learn Canva tools.

WIXLearn

Wix Learn

Wix is a free website and portfolio creation platform. It offers ['Wix Learn'](#), including 120 tutorial videos on how to properly create and enhance these tools.

Visit the Business Career Hub

Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly BCH Careers Newsletter for a list of upcoming [events](#).

Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through Bootcamps. [Click here to register for current bootcamps](#).

Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



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Career Consultant Contributor

Hannah Voore

Hannah, a Career Consultant with a focus on Marketing Management, brings four years of experience from the IT and Recruitment industries. She is committed to equipping TRSM students with the necessary tools to achieve their career goals.



Student Contributor

Andrea To

Andrea, a Marketing Management student, as a Project Coordinator for Hub Insights during her 1st Co-op work term. Her career aspirations encompass Campaign Planning, Digital Marketing and Social Media Marketing.