

Certificate	If you like...	You could become...	But beforehand, you should learn about...	Then you could have an entry-level job, such as...	With an average salary of...	In one of this many open roles...
Cybersecurity Analyst (IBM)	collaborative problem solving and communicating solutions	Cybersecurity analysts protect our most important information, from bank accounts to sensitive communications	cybersecurity analyst tools, incident responses and forensics skills, key compliance and threat intelligence	Information/IT security analyst, Cyber crime analyst/investigator, Incident analyst/responder, IT auditor	\$63,000	Over 162,700 roles for Information Security Analysts from October 2020 to September 2021; 31% growth projected between 2019 and 2020
Data Analytics (Google)	uncovering trends and patterns, visualizations	Data analysts collect, transform, and organize data to help organizations make informed decisions	data types and structures, using data to solve problems, how to analyze data, data storytelling, visualizations, using R programming	Data analyst/scientist technician, business performance analyst, Operations analyst	\$48,000	Over 375,000
Digital Marketing & E-Commerce (Google)	connecting with people, building an online presence	Digital marketers use online tools to reach customers. E-commerce specialists grow online sales	using email, social media, search engines, and display advertising to attract customers and keep them coming back designing online stores, crafting product listings, conducting market research, analyzing store performance	Marketing coordinator, Search engine optimization specialist, paid search specialist, email marketing specialist, E-commerce associate, Media planner	\$51,000	Over 86,500 open entry level IT support roles in 2020, with 8% growth projected between 2019 and 2029
IT Support (Google)	problem solving and helping others	IT Specialists troubleshoot problems so computers and networks run correctly	troubleshooting, customer care, networking, operating systems, security	Database administrator, IT specialist, Tech support, Systems analyst, Network engineer, Help desk technician	\$67,000	Almost 12,500
Project Management (Google)	solving problems, organization, working with people	Project managers ensure projects are managed and completed with maximum value	estimating time and budgets, running meetings and managing stakeholders, identifying and managing risks, applying agile and scrum frameworks, leadership skills and team dynamics	Project manager/coordinator/assistant, Implementation manager, Operations manager, Scrum master	\$59,000	Over 172,000
UX Design (Google)	understanding people, drawing, thinking creatively	UX Designers make digital and physical products easier and more enjoyable to use	developing personas, user stories, and user journey maps, conducting usability studies, creating wireframes and prototypes, testing and iterating on designs	User experience (UX) designer, Interaction/visual/product designer	\$58,000	\$58,000

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Front-end Developer (Meta)	designing appearance and layout, choosing and placing images, figuring out navigation and user experience	Front-end developers implement visual elements that users see and interact with in a web application	coding and building interactive web pages using HTML5, CSS and JavaScript, and creating professional page layouts using industry-standard tools such as Bootstrap, React, and Figma	Front-end developer or engineer, Web designer, CSS/HTML developer, User interface developer, Mobile/tablet front-end developer	\$86,200	45,000
Back-end Developer (Meta)	problem solving, using logic, testing, troubleshooting, coding, and using technological tools	Back-end developers are responsible for server-side web applications. They build and maintain the mechanisms that process data and perform actions on websites.	using in-demand programming skills to confidently use code to solve problems, learning programming systems including Python Syntax, Linux commands, Git, SQL, Version Control, Cloud Hosting, APIs, JSON, XML and more	Back-end developer or engineer, SQL developer, postgresSQL/MySQL developer	\$93,900	28,500
Digital Social Media Marketing (Facebook/Meta)	storytelling, analyzing behavior and data	Social media marketers create and/or maintain a brand's presence on social media channels by engaging target audiences	creating and analyzing advertising campaigns for target audiences, establishing and managing a social media presence	Content strategist, Digital media specialist, Social media strategist/coordinator, SEO specialist	\$43,000	Almost 31,000
Sales Operations (Salesforce)	managing and analyzing data, and setting goals	Sales operations managers monitor sales success through managing data, creating reports, and setting goals	fundamentals of CRM, building reports and dashboards, managing accounts and opportunities, creation of use cases	Sales operations specialist, Sales support specialist, Account support specialist	\$67,000	Almost 12,500
Sales Development Representative (Salesforce)	connecting and listening to people, and problem solving	Sales development representatives make contacts with potential customers and assess their needs	conversational selling methodology, problem-solving using best in class tech tools	Sales development representative	\$48,000	Over 375,000