



IT'S TIME
TO READ
THE ROOM.

2022 SALARY GUIDE

VITAMIN T

INTRODUCTION

TALENT HAVE SPOKEN. LISTEN UP.

It's clear—the pandemic has forever changed the way we get work done.

Headquarters in New York, but your UX Lead is in Charlotte? No problem. Midnight in Milwaukee? Someone's working flex hours and loving it. This is the future. Companies that offer a variety of work models—fully on-site, fully remote, and hybrid—can build great teams, regardless of geography.

Thrive in the new hiring reality by focusing more on the “who” and less on the “where” and “when.” The result is a cost-effective workforce that’s more motivated, productive, loyal, and gets the work done.

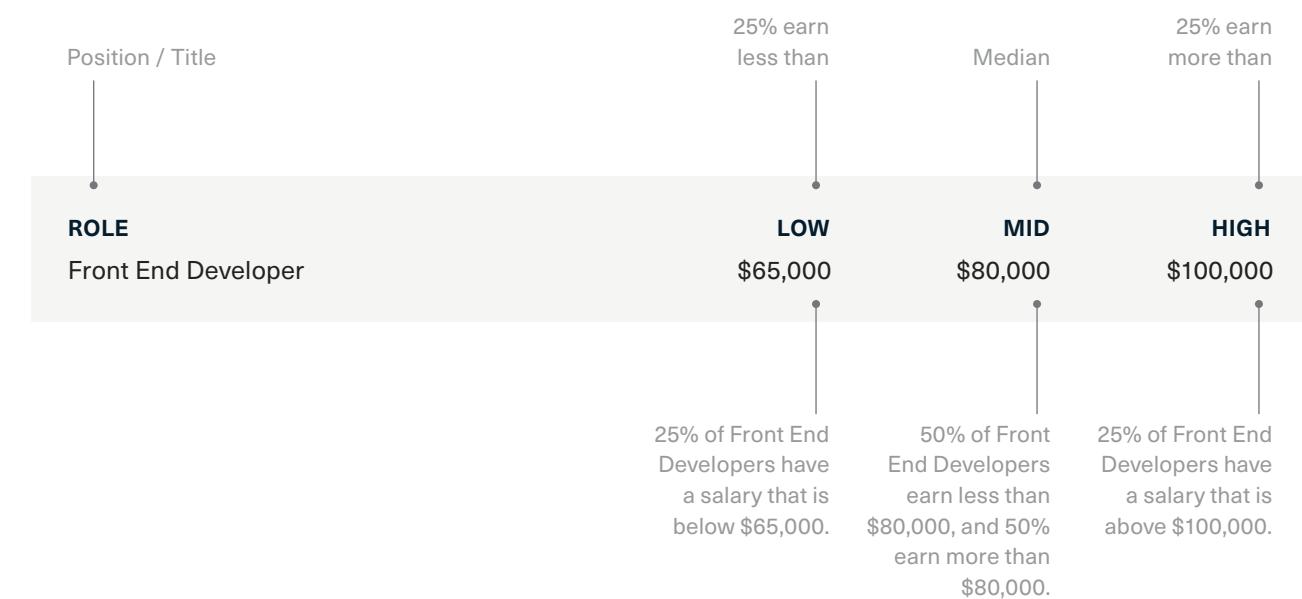
Read on and learn how you can catch the ear of your ideal candidate.

CONTENTS

- SALARIES BY:
GEOGRAPHY** / P. 05
- YEAR OVER YEAR** / P. 28
- GENDER** / P. 32
- ETHNICITY** / P. 36

HOW TO USE THE SALARY TABLES

Salaries reported for a given role vary according to differences in a candidate's skills and level of experience, geography, demand for the role, and the size and complexity of the hiring company. To understand how this works, reference the example on the right.

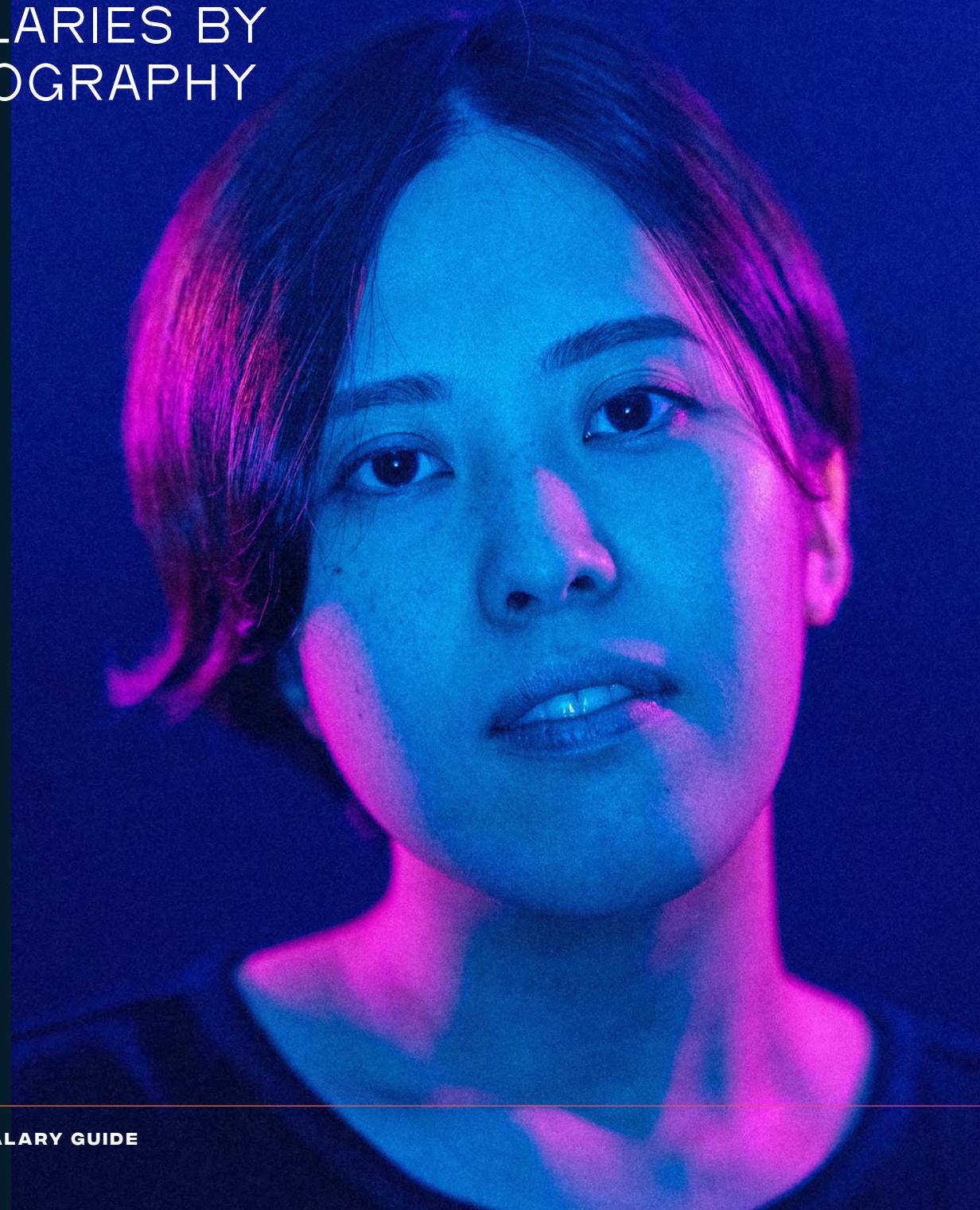


SALARIES

BY

GEOGRAPHY

SALARIES BY GEOGRAPHY



IT'S ABOUT THE WHO, NOT THE WHERE.

Simply put, talent are on the move—and employers need to keep up. A whopping 29% of Americans either moved since the pandemic or plan to move within 12 months. And for those under age 45, that jumps to nearly 50%.¹ In Canada, thousands have flocked from Toronto and Montreal to the east and west coasts. According to our [2021 Talent Insights](#) report, 43% of talent now want to work remotely *all of the time*, and only 2% want to come into the office full time.

Location can make a big difference when it comes to pay. A “work-from-anywhere” approach can mean spending a lot less to fill the same role—while choosing from a broader,

more diverse pool of talent. Case in point: a Senior UX Researcher who fetches \$172,000 in San Francisco would earn \$135,000 in San Diego and \$125,000 in Phoenix.

¹ “[Summer of Move: More Americans Now Migrating Than Any Time In Years](#),” Molinski, M. Investor’s Business Daily. July 30, 2021

**“98% OF TALENT WANT
TO WORK REMOTELY
AT LEAST SOME OF
THE TIME.”**

2021 TALENT INSIGHTS, VITAMIN T

U.S. CITY GROUP 1

Cities represented include:

San Francisco, Silicon Valley, and New York.

This group had the highest average monthly net salaries nationwide.

| ROLE | LOW | MID | HIGH | Sample Size * |
|---|-----------|-----------|-----------|---------------|
| Agency Account Management and Strategy | | | | |
| General Manager | \$200,000 | \$225,000 | \$250,000 | -- |
| Group Account Director | \$152,000 | \$200,000 | \$225,000 | 13 |
| Account Director | \$95,000 | \$112,500 | \$154,000 | 12 |
| Senior Account Manager | \$80,000 | \$91,000 | \$100,000 | 9 |
| Account Manager | \$74,000 | \$86,000 | \$111,250 | 14 |
| Account Coordinator / Executive | \$58,000 | \$60,000 | \$68,250 | 8 |
| Head of Strategy | \$135,000 | \$150,000 | \$175,000 | -- |
| Strategist | \$75,000 | \$95,000 | \$118,500 | 7 |
| Creative and Design | | | | |
| Creative Director | \$127,500 | \$160,000 | \$200,000 | 103 |
| Associate Creative Director | \$126,000 | \$135,000 | \$150,000 | 39 |
| Design Director | \$110,825 | \$131,000 | \$150,000 | 42 |
| Creative Operations Manager | \$90,750 | \$97,500 | \$131,250 | 8 |
| Design Operations Manager | \$80,000 | \$90,000 | \$120,000 | 7 |
| Digital Designer > 5 years experience | \$80,750 | \$90,000 | \$98,750 | 38 |
| Digital Designer ≤ 5 years experience | \$70,000 | \$80,000 | \$85,000 | 22 |
| UI Designer > 5 years experience | \$110,000 | \$127,500 | \$178,750 | 8 |
| UI Designer ≤ 5 years experience | \$57,500 | \$98,000 | \$100,000 | 8 |
| Art Director > 5 years experience | \$90,000 | \$100,000 | \$140,000 | 85 |
| Art Director ≤ 5 years experience | \$84,500 | \$102,500 | \$131,000 | 28 |

* Salary data supplemented by additional market research.

U.S. CITY GROUP 1

Cities represented include:

San Francisco, Silicon Valley, and New York.

This group had the highest average monthly net salaries nationwide.

| ROLE | LOW | MID | HIGH | Sample Size * |
|--|-----------|-----------|-----------|---------------|
| Creative and Design (continued) | | | | |
| Graphic Designer > 5 years experience | \$70,000 | \$81,000 | \$96,000 | 148 |
| Graphic Designer ≤ 5 years experience | \$52,500 | \$65,000 | \$72,000 | 65 |
| Creative Services Director | \$105,000 | \$134,500 | \$140,000 | 10 |
| Creative Services Manager | \$100,000 | \$113,500 | \$139,750 | 23 |
| Studio / Traffic Manager | \$62,250 | \$80,000 | \$110,000 | 18 |
| Production Artist | \$60,000 | \$80,000 | \$100,000 | 45 |
| Presentation Designer | \$85,063 | \$92,500 | \$97,750 | 16 |
| Instructional Designer | \$110,000 | \$130,000 | \$140,000 | -- |
| Video Editor | \$65,000 | \$80,000 | \$125,000 | 21 |
| CX, UX, and Product Design | | | | |
| Service Design Lead | \$147,000 | \$190,000 | \$200,000 | 9 |
| CX Lead | \$81,750 | \$108,000 | \$131,250 | 10 |
| Service / CX Designer | \$79,750 | \$95,400 | \$100,000 | 7 |
| UX Lead | \$129,500 | \$150,000 | \$175,250 | 92 |
| UX Designer > 5 years experience | \$125,000 | \$141,000 | \$165,000 | 36 |
| UX Designer ≤ 5 years experience | \$85,000 | \$100,000 | \$118,000 | 77 |
| UX Researcher > 5 years experience | \$152,000 | \$172,000 | \$174,500 | 11 |
| UX Researcher ≤ 5 years experience | \$96,000 | \$120,000 | \$131,000 | 35 |
| Product Designer > 5 years experience | \$130,000 | \$155,000 | \$180,000 | 37 |
| Product Designer ≤ 5 years experience | \$110,000 | \$130,000 | \$140,000 | 57 |

* Salary data supplemented by additional market research.

U.S. CITY GROUP 1

Cities represented include:

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This group had the highest average monthly net salaries nationwide.

| ROLE | LOW | MID | HIGH | Sample Size * |
|---|-----------|-----------|-----------|---------------|
| Digital Development and Production | | | | |
| Head of Digital | \$150,000 | \$180,000 | \$200,000 | -- |
| Executive Digital Producer | \$134,250 | \$147,500 | \$175,000 | 8 |
| Digital Producer | \$80,000 | \$114,950 | \$155,250 | 16 |
| Digital Project Manager | 100,000 | \$112,000 | \$132,000 | 45 |
| Scrum Master | \$100,000 | \$132,000 | \$150,000 | -- |
| Technical Lead | \$131,250 | \$142,500 | \$153,750 | 8 |
| Front End Developer > 5 years experience | \$93,000 | \$108,150 | \$130,000 | 17 |
| Front End Developer ≤ 5 years experience | \$57,500 | \$94,500 | \$106,000 | 12 |
| Full Stack Developer | \$100,000 | \$110,000 | \$122,500 | 12 |
| Back End Developer | \$125,000 | \$135,000 | \$165,000 | -- |
| Digital Marketing, Search, and Analytics | | | | |
| Head of Digital Marketing | \$135,000 | \$150,000 | \$200,000 | 7 |
| Director of Digital Marketing | \$145,000 | \$160,000 | \$181,500 | 7 |
| Digital Marketing Manager | \$70,000 | \$84,300 | \$116,750 | 22 |
| Digital Marketing Specialist | \$80,000 | \$95,000 | \$105,000 | -- |
| Marketing Automation Manager | \$90,000 | \$110,000 | \$125,000 | -- |
| E-Commerce Manager | \$85,000 | \$95,000 | \$110,000 | -- |
| Demand / Lead / Growth Manager | \$130,000 | \$130,000 | \$130,000 | 5 |
| SEO / SEM Manager | \$90,000 | \$100,000 | \$120,000 | -- |
| Data Analyst | \$70,000 | \$83,000 | \$119,250 | 23 |

* Salary data supplemented by additional market research.

U.S. CITY GROUP 1

Cities represented include:

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This group had the highest average monthly net salaries nationwide.

| ROLE | LOW | MID | HIGH | Sample Size * |
|---|-----------|-----------|-----------|---------------|
| Digital Marketing, Search, and Analytics (continued) | | | | |
| Data Scientist | \$125,000 | \$140,000 | \$170,000 | -- |
| Analytics Manager | \$110,000 | \$125,000 | \$135,000 | -- |
| Paid Search Specialist | \$85,000 | \$100,000 | \$110,000 | -- |
| Email Marketing Specialist | \$85,000 | \$100,000 | \$110,000 | -- |
| Marketing and Communications | | | | |
| Head of Marketing | \$100,000 | \$155,000 | \$191,750 | 20 |
| Marketing Director | \$139,000 | \$154,000 | \$184,500 | 39 |
| Marketing Manager | \$90,000 | \$103,000 | \$130,000 | 80 |
| Marketing Specialist | \$74,000 | \$80,000 | \$85,000 | 21 |
| Brand Manager | \$62,238 | \$107,500 | \$140,000 | 8 |
| Director of Product Management | \$177,500 | \$200,000 | \$210,000 | 7 |
| Product Manager | \$90,000 | \$107,500 | \$110,000 | 8 |
| Marketing Project Manager | \$80,000 | \$97,000 | \$110,000 | 42 |
| Marketing Communications Director | \$140,000 | \$170,000 | \$190,000 | -- |
| Marketing Communications Manager | \$63,000 | \$86,000 | \$100,000 | 13 |
| Marketing Communications Specialist | \$60,000 | \$77,700 | \$90,000 | 9 |
| Internal Communications Manager | \$110,000 | \$118,500 | \$150,000 | 8 |
| PR and Communications Director | \$135,000 | \$150,000 | \$175,000 | -- |
| PR and Communications Manager | \$95,000 | \$130,000 | \$131,000 | 7 |
| PR and Communications Specialist | \$59,675 | \$80,000 | \$112,500 | 8 |

* Salary data supplemented by additional market research.

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| ROLE | LOW | MID | HIGH | Sample Size * |
|-----------------------------------|-----------|-----------|-----------|---------------|
| Social, Media, and Content | | | | |
| Head of Social | \$80,000 | \$120,000 | \$137,000 | 9 |
| Social Media Manager | \$59,000 | \$80,000 | \$88,000 | 19 |
| Media Planner / Buyer | \$70,000 | \$85,000 | \$102,500 | 8 |
| Content Marketing Director | \$105,250 | \$120,000 | \$137,000 | 12 |
| Content Marketing Manager | \$108,000 | \$120,000 | \$130,000 | 11 |
| Content Marketing Specialist | \$100,000 | \$120,000 | \$125,000 | -- |
| Content Producer | \$58,000 | \$87,500 | \$110,500 | 16 |
| Copywriter > 5 years experience | \$93,806 | \$104,500 | \$133,750 | 30 |
| Copywriter ≤ 5 years experience | \$50,000 | \$72,000 | \$80,308 | 20 |
| Proofreader / Copy Editor | \$55,500 | \$58,350 | \$74,000 | 12 |
| Editor | \$68,000 | \$83,000 | \$110,000 | 15 |
| Technical Editor | \$90,000 | \$110,000 | \$140,000 | -- |

* Salary data supplemented by additional market research.

U.S. CITY GROUP 2

Cities represented include:

Atlanta, Boston, Dallas, Los Angeles, Orange County, San Diego, Seattle, and Washington, DC.

Cities grouped by average monthly net salaries nationwide.

| ROLE | LOW | MID | HIGH | Sample Size * |
|---|-----------|-----------|-----------|---------------|
| Agency Account Management and Strategy | | | | |
| General Manager | \$112,500 | \$156,000 | \$240,000 | 11 |
| Group Account Director | \$100,000 | \$100,000 | \$150,000 | 21 |
| Account Director | \$90,000 | \$125,000 | \$156,000 | 36 |
| Senior Account Manager | \$70,000 | \$82,000 | \$105,000 | 25 |
| Account Manager | \$59,000 | \$75,000 | \$78,500 | 31 |
| Account Coordinator / Executive | \$46,250 | \$54,500 | \$74,250 | 18 |
| Head of Strategy | \$157,750 | \$161,000 | \$184,750 | 10 |
| Strategist | \$72,000 | \$85,000 | \$115,000 | 13 |
| Creative and Design | | | | |
| Creative Director | \$100,000 | \$123,000 | \$153,750 | 147 |
| Associate Creative Director | \$80,002 | \$100,000 | \$119,500 | 39 |
| Design Director | \$86,000 | \$100,000 | \$140,000 | 25 |
| Creative Operations Manager | \$80,000 | \$109,000 | \$119,000 | 18 |
| Design Operations Manager | \$70,000 | \$101,500 | \$130,000 | -- |
| Digital Designer > 5 years experience | \$65,000 | \$75,000 | \$86,000 | 61 |
| Digital Designer ≤ 5 years experience | \$58,750 | \$66,000 | \$80,500 | 24 |
| UI Designer > 5 years experience | \$87,500 | \$100,000 | \$116,250 | 24 |
| UI Designer ≤ 5 years experience | \$54,700 | \$73,125 | \$81,500 | 14 |
| Art Director > 5 years experience | \$80,000 | \$90,000 | \$110,000 | 123 |
| Art Director ≤ 5 years experience | \$79,250 | \$94,000 | \$100,000 | 48 |

* Salary data supplemented by additional market research.

U.S. CITY GROUP 2

Cities represented include:

Atlanta, Boston, Dallas, Los Angeles, Orange County, San Diego, Seattle, and Washington, DC.

Cities grouped by average monthly net salaries nationwide.

| ROLE | LOW | MID | HIGH | Sample Size * |
|--|-----------|-----------|-----------|---------------|
| Creative and Design (continued) | | | | |
| Graphic Designer > 5 years experience | \$57,000 | \$70,000 | \$80,000 | 309 |
| Graphic Designer ≤ 5 years experience | \$42,000 | \$50,250 | \$68,000 | 101 |
| Creative Services Director | \$100,000 | \$115,000 | \$125,000 | -- |
| Creative Services Manager | \$63,000 | \$80,000 | \$100,000 | 37 |
| Studio / Traffic Manager | \$60,000 | \$86,000 | \$110,000 | -- |
| Production Artist | \$50,000 | \$59,500 | \$72,000 | 60 |
| Presentation Designer | \$80,000 | \$93,000 | \$100,000 | 22 |
| Instructional Designer | \$72,500 | \$82,050 | \$89,500 | 14 |
| Video Editor | \$57,500 | \$72,000 | \$80,000 | 27 |
| CX, UX, and Product Design | | | | |
| Service Design Lead | \$100,000 | \$140,000 | \$155,000 | 21 |
| CX Lead | \$125,000 | \$150,000 | \$170,000 | 17 |
| Service / CX Designer | \$89,250 | \$110,500 | \$121,250 | 12 |
| UX Lead | \$116,000 | \$135,000 | \$150,000 | 149 |
| UX Designer > 5 years experience | \$105,250 | \$120,500 | \$134,750 | 84 |
| UX Designer ≤ 5 years experience | \$70,000 | \$85,000 | \$100,000 | 136 |
| UX Researcher > 5 years experience | \$120,000 | \$135,000 | \$149,500 | 29 |
| UX Researcher ≤ 5 years experience | \$75,000 | \$92,498 | \$105,555 | 37 |
| Product Designer > 5 years experience | \$110,000 | \$123,000 | \$140,000 | 50 |
| Product Designer ≤ 5 years experience | \$74,790 | \$94,500 | \$111,250 | 56 |

* Salary data supplemented by additional market research.

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Cities grouped by average monthly net salaries nationwide.

| ROLE | LOW | MID | HIGH | Sample Size * |
|---|-----------|-----------|-----------|---------------|
| Digital Development and Production | | | | |
| Head of Digital | \$130,000 | \$140,000 | \$155,000 | -- |
| Executive Digital Producer | \$89,250 | \$110,000 | \$161,250 | 8 |
| Digital Producer | \$72,000 | \$83,000 | \$112,000 | 27 |
| Digital Project Manager | \$80,000 | \$95,000 | \$113,000 | 64 |
| Scrum Master | \$98,000 | \$109,000 | \$135,000 | 14 |
| Technical Lead | \$103,750 | \$122,500 | \$155,500 | 24 |
| Front End Developer > 5 years experience | \$82,750 | \$100,500 | \$125,000 | 44 |
| Front End Developer ≤ 5 years experience | \$64,550 | \$82,000 | \$100,000 | 23 |
| Full Stack Developer | \$83,250 | \$112,500 | \$120,000 | 34 |
| Back End Developer | \$90,000 | \$130,000 | \$150,000 | -- |
| Digital Marketing, Search, and Analytics | | | | |
| Head of Digital Marketing | \$104,500 | \$150,000 | \$200,000 | 18 |
| Director of Digital Marketing | \$118,250 | \$137,500 | \$150,000 | 18 |
| Digital Marketing Manager | \$74,375 | \$90,000 | \$103,000 | 64 |
| Digital Marketing Specialist | \$60,500 | \$70,000 | \$74,875 | 34 |
| Marketing Automation Manager | \$81,000 | \$93,500 | \$105,000 | 18 |
| E-Commerce Manager | \$71,950 | \$73,800 | \$97,500 | 8 |
| Demand / Lead / Growth Manager | \$93,500 | \$100,400 | \$130,000 | 11 |
| SEO / SEM Manager | \$73,750 | \$86,500 | \$95,250 | 20 |
| Data Analyst | \$61,500 | \$70,000 | \$82,000 | 21 |

* Salary data supplemented by additional market research.

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Cities represented include:

Atlanta, Boston, Dallas, Los Angeles, Orange County, San Diego, Seattle, and Washington, DC.

Cities grouped by average monthly net salaries nationwide.

| ROLE | LOW | MID | HIGH | Sample Size * |
|---|-----------|-----------|-----------|---------------|
| Digital Marketing, Search, and Analytics (continued) | | | | |
| Data Scientist | \$120,000 | \$150,000 | \$180,000 | -- |
| Analytics Manager | \$93,525 | \$105,000 | \$128,125 | 12 |
| Paid Search Specialist | \$65,000 | \$80,000 | \$85,000 | -- |
| Email Marketing Specialist | \$64,000 | \$88,000 | \$92,500 | 15 |
| Marketing and Communications | | | | |
| Head of Marketing | \$124,000 | \$147,500 | \$217,500 | 20 |
| Marketing Director | \$100,000 | \$123,000 | \$140,000 | 77 |
| Marketing Manager | \$80,000 | \$90,000 | \$115,000 | 117 |
| Marketing Specialist | \$53,500 | \$66,750 | \$75,000 | 50 |
| Brand Manager | \$85,000 | \$100,000 | \$109,996 | 21 |
| Director of Product Management | \$131,750 | \$147,000 | \$160,250 | 10 |
| Product Manager | \$68,125 | \$102,500 | \$114,500 | 14 |
| Marketing Project Manager | \$70,000 | \$85,000 | \$100,000 | 60 |
| Marketing Communications Director | \$85,000 | \$115,000 | \$150,000 | 15 |
| Marketing Communications Manager | \$78,750 | \$90,000 | \$100,500 | 24 |
| Marketing Communications Specialist | \$47,800 | \$63,000 | \$84,000 | 43 |
| Internal Communications Manager | \$82,000 | \$103,000 | \$115,750 | 14 |
| PR and Communications Director | \$104,000 | \$120,000 | \$155,000 | 17 |
| PR and Communications Manager | \$75,000 | \$90,000 | \$100,000 | -- |
| PR and Communications Specialist | \$50,000 | \$65,000 | \$75,000 | 15 |

* Salary data supplemented by additional market research.

U.S. CITY GROUP 2

Cities represented include:

Atlanta, Boston, Dallas, Los Angeles, Orange County, San Diego, Seattle, and Washington, DC.

Cities grouped by average monthly net salaries nationwide.

| ROLE | LOW | MID | HIGH | Sample Size * |
|-----------------------------------|-----------|-----------|-----------|---------------|
| Social, Media, and Content | | | | |
| Head of Social | \$63,500 | \$93,500 | \$109,000 | 12 |
| Social Media Manager | \$55,000 | \$72,500 | \$80,000 | 29 |
| Media Planner / Buyer | \$75,000 | \$80,000 | \$95,000 | -- |
| Content Marketing Director | \$100,000 | \$110,000 | \$120,000 | 15 |
| Content Marketing Manager | \$69,250 | \$85,000 | \$92,125 | 26 |
| Content Marketing Specialist | \$51,250 | \$56,000 | \$58,000 | 10 |
| Content Producer | \$74,500 | \$87,500 | \$110,000 | 42 |
| Copywriter > 5 years experience | \$74,250 | \$90,000 | \$100,250 | 56 |
| Copywriter ≤ 5 years experience | \$55,000 | \$62,500 | \$71,000 | 23 |
| Proofreader / Copy Editor | \$49,043 | \$60,001 | \$82,900 | 18 |
| Editor | \$50,000 | \$80,000 | \$90,000 | 30 |
| Technical Editor | \$50,000 | \$72,000 | \$93,450 | 34 |

* Salary data supplemented by additional market research.

U.S. CITY GROUP 3

Cities represented include:

Austin, Baltimore, Charlotte, Chicago, Denver, Detroit, Houston, Miami, Milwaukee, Orlando, Philadelphia, Phoenix, Portland, Raleigh/Durham, Richmond, and Tampa.

Cities grouped by average monthly net salaries nationwide.

| ROLE | LOW | MID | HIGH | Sample Size * |
|---|----------|-----------|-----------|---------------|
| Agency Account Management and Strategy | | | | |
| General Manager | \$72,500 | \$80,000 | \$90,000 | 19 |
| Group Account Director | \$90,000 | \$115,000 | \$144,000 | 31 |
| Account Director | \$94,250 | \$113,000 | \$139,500 | 42 |
| Senior Account Manager | \$60,000 | \$77,000 | \$100,000 | 55 |
| Account Manager | \$60,000 | \$70,000 | \$85,000 | 70 |
| Account Coordinator / Executive | \$43,000 | \$58,500 | \$90,000 | 34 |
| Head of Strategy | \$69,500 | \$123,500 | \$190,000 | 12 |
| Strategist | \$85,000 | \$100,000 | \$120,000 | 33 |
| Creative and Design | | | | |
| Creative Director | \$84,750 | \$108,000 | \$130,750 | 168 |
| Associate Creative Director | \$82,000 | \$92,000 | \$115,000 | 81 |
| Design Director | \$67,875 | \$86,750 | \$110,000 | 46 |
| Creative Operations Manager | \$66,250 | \$87,500 | \$105,000 | 18 |
| Design Operations Manager | \$64,750 | \$65,000 | \$70,000 | 8 |
| Digital Designer > 5 years experience | \$64,500 | \$75,000 | \$83,500 | 87 |
| Digital Designer ≤ 5 years experience | \$47,000 | \$57,000 | \$65,000 | 39 |
| UI Designer > 5 years experience | \$76,250 | \$81,500 | \$103,750 | 14 |
| UI Designer ≤ 5 years experience | \$49,500 | \$55,000 | \$69,000 | 15 |
| Art Director > 5 years experience | \$72,000 | \$80,000 | \$91,500 | 162 |
| Art Director ≤ 5 years experience | \$65,000 | \$80,000 | \$90,000 | 79 |

* Salary data supplemented by additional market research.

U.S. CITY GROUP 3

Cities represented include:

Austin, Baltimore, Charlotte, Chicago, Denver, Detroit, Houston, Miami, Milwaukee, Orlando, Philadelphia, Phoenix, Portland, Raleigh/Durham, Richmond, and Tampa.

Cities grouped by average monthly net salaries nationwide.

| ROLE | LOW | MID | HIGH | Sample Size * |
|--|-----------|-----------|-----------|---------------|
| Creative and Design (continued) | | | | |
| Graphic Designer > 5 years experience | \$48,000 | \$60,000 | \$72,173 | 499 |
| Graphic Designer ≤ 5 years experience | \$40,000 | \$50,000 | \$59,000 | 159 |
| Creative Services Director | \$91,000 | \$130,000 | \$150,000 | 11 |
| Creative Services Manager | \$70,000 | \$80,000 | \$92,500 | 51 |
| Studio / Traffic Manager | \$57,500 | \$66,000 | \$76,000 | 19 |
| Production Artist | \$45,000 | \$60,000 | \$70,000 | 85 |
| Presentation Designer | \$65,000 | \$73,000 | \$80,000 | 17 |
| Instructional Designer | \$65,000 | \$80,000 | \$94,000 | 25 |
| Video Editor | \$50,000 | \$62,000 | \$75,000 | 35 |
| CX, UX, and Product Design | | | | |
| Service Design Lead | \$87,500 | \$105,000 | \$123,000 | 22 |
| CX Lead | \$90,750 | \$127,500 | \$151,250 | 20 |
| Service / CX Designer | \$72,000 | \$87,500 | \$99,500 | 12 |
| UX Lead | \$100,000 | \$125,000 | \$145,000 | 194 |
| UX Designer > 5 years experience | \$90,000 | \$110,000 | \$125,000 | 110 |
| UX Designer ≤ 5 years experience | \$70,000 | \$80,000 | \$96,000 | 178 |
| UX Researcher > 5 years experience | \$88,000 | \$125,000 | \$136,000 | 25 |
| UX Researcher ≤ 5 years experience | \$59,000 | \$80,000 | \$98,000 | 49 |
| Product Designer > 5 years experience | \$98,750 | \$110,000 | \$121,500 | 59 |
| Product Designer ≤ 5 years experience | \$78,250 | \$95,000 | \$110,000 | 59 |

* Salary data supplemented by additional market research.

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Cities represented include:

Austin, Baltimore, Charlotte, Chicago, Denver, Detroit, Houston, Miami, Milwaukee, Orlando, Philadelphia, Phoenix, Portland, Raleigh/Durham, Richmond, and Tampa.

Cities grouped by average monthly net salaries nationwide.

| ROLE | LOW | MID | HIGH | Sample Size * |
|---|-----------|-----------|-----------|---------------|
| Digital Development and Production | | | | |
| Head of Digital | \$102,500 | \$135,000 | \$154,000 | 11 |
| Executive Digital Producer | \$91,500 | \$119,000 | \$129,250 | 14 |
| Digital Producer | \$60,000 | \$72,500 | \$92,000 | 44 |
| Digital Project Manager | \$75,000 | \$92,500 | \$114,550 | 100 |
| Scrum Master | \$82,500 | \$115,000 | \$131,000 | 15 |
| Technical Lead | \$82,500 | \$113,000 | \$135,000 | 25 |
| Front End Developer > 5 years experience | \$68,500 | \$81,450 | \$103,750 | 54 |
| Front End Developer ≤ 5 years experience | \$60,000 | \$75,000 | \$83,250 | 43 |
| Full Stack Developer | \$75,000 | \$95,000 | \$110,000 | 69 |
| Back End Developer | \$70,000 | \$72,000 | \$91,000 | 7 |
| Digital Marketing, Search, and Analytics | | | | |
| Head of Digital Marketing | \$91,750 | \$111,000 | \$147,500 | 22 |
| Director of Digital Marketing | \$85,000 | \$102,500 | \$136,250 | 36 |
| Digital Marketing Manager | \$65,000 | \$80,000 | \$100,000 | 74 |
| Digital Marketing Specialist | \$55,000 | \$65,000 | \$77,800 | 43 |
| Marketing Automation Manager | \$84,500 | \$92,000 | \$122,125 | 16 |
| E-Commerce Manager | \$76,000 | \$100,000 | \$120,000 | 9 |
| Demand / Lead / Growth Manager | \$90,000 | \$95,000 | \$100,000 | 12 |
| SEO / SEM Manager | \$62,000 | \$76,000 | \$87,000 | 30 |
| Data Analyst | \$60,002 | \$75,000 | \$85,750 | 58 |

* Salary data supplemented by additional market research.

U.S. CITY GROUP 3

Cities represented include:

Austin, Baltimore, Charlotte, Chicago, Denver, Detroit, Houston, Miami, Milwaukee, Orlando, Philadelphia, Phoenix, Portland, Raleigh/Durham, Richmond, and Tampa.

Cities grouped by average monthly net salaries nationwide.

| ROLE | LOW | MID | HIGH | Sample Size * |
|---|-----------|-----------|-----------|---------------|
| Digital Marketing, Search, and Analytics (continued) | | | | |
| Data Scientist | \$95,000 | \$102,000 | \$105,000 | 9 |
| Analytics Manager | \$89,000 | \$110,000 | \$126,500 | 19 |
| Paid Search Specialist | \$70,000 | \$80,000 | \$90,000 | -- |
| Email Marketing Specialist | \$60,000 | \$65,000 | \$83,500 | 11 |
| Marketing and Communications | | | | |
| Head of Marketing | \$99,000 | \$138,750 | \$170,481 | 40 |
| Marketing Director | \$85,750 | \$110,000 | \$132,750 | 124 |
| Marketing Manager | \$70,000 | \$83,200 | \$100,000 | 163 |
| Marketing Specialist | \$50,000 | \$60,000 | \$70,000 | 95 |
| Brand Manager | \$76,125 | \$97,000 | \$103,750 | 26 |
| Director of Product Management | \$100,000 | \$125,000 | \$125,000 | 7 |
| Product Manager | \$71,500 | \$90,000 | \$118,500 | 35 |
| Marketing Project Manager | \$60,000 | \$70,000 | \$89,250 | 79 |
| Marketing Communications Director | \$90,211 | \$104,000 | \$120,000 | 22 |
| Marketing Communications Manager | \$65,000 | \$86,000 | \$100,000 | 58 |
| Marketing Communications Specialist | \$52,000 | \$64,500 | \$70,000 | 56 |
| Internal Communications Manager | \$72,553 | \$108,000 | \$119,500 | 23 |
| PR and Communications Director | \$77,500 | \$100,000 | \$140,500 | 15 |
| PR and Communications Manager | \$82,250 | \$92,000 | \$129,000 | 15 |
| PR and Communications Specialist | \$54,000 | \$73,500 | \$87,500 | 22 |

* Salary data supplemented by additional market research.

U.S. CITY GROUP 3

Cities represented include:

Austin, Baltimore, Charlotte, Chicago, Denver, Detroit, Houston, Miami, Milwaukee, Orlando, Philadelphia, Phoenix, Portland, Raleigh/Durham, Richmond, and Tampa.

Cities grouped by average monthly net salaries nationwide.

| ROLE | LOW | MID | HIGH | Sample Size * |
|-----------------------------------|-----------|-----------|-----------|---------------|
| Social, Media, and Content | | | | |
| Head of Social | \$125,000 | \$135,000 | \$140,000 | -- |
| Social Media Manager | \$55,000 | \$70,000 | \$86,000 | 45 |
| Media Planner / Buyer | \$65,875 | \$71,050 | \$87,000 | 14 |
| Content Marketing Director | \$76,000 | \$97,350 | \$117,500 | 23 |
| Content Marketing Manager | \$65,000 | \$81,000 | \$100,000 | 34 |
| Content Marketing Specialist | \$48,800 | \$55,000 | \$62,000 | 29 |
| Content Producer | \$40,750 | \$58,500 | \$71,500 | 30 |
| Copywriter > 5 years experience | \$70,000 | \$80,000 | \$90,000 | 88 |
| Copywriter ≤ 5 years experience | \$47,500 | \$60,000 | \$70,000 | 49 |
| Proofreader / Copy Editor | \$50,863 | \$60,000 | \$68,000 | 36 |
| Editor | \$48,125 | \$51,042 | \$72,625 | 28 |
| Technical Editor | \$62,250 | \$74,500 | \$85,550 | 18 |

* Salary data supplemented by additional market research.

CANADIAN CITIES

(CAD *)

Cities represented include:

Montreal, Toronto, Vancouver, and Calgary in addition to other Canadian cities.

| ROLE | LOW | MID | HIGH | Sample Size ** |
|---|-----------|-----------|-----------|----------------|
| Agency Account Management and Strategy | | | | |
| General Manager | \$150,000 | \$175,000 | \$200,000 | -- |
| Group Account Director | \$120,000 | \$130,000 | \$143,000 | -- |
| Account Director | \$87,500 | \$102,500 | \$115,000 | -- |
| Senior Account Manager | \$65,000 | \$81,500 | \$86,250 | -- |
| Account Manager | \$60,000 | \$80,000 | \$95,000 | -- |
| Account Coordinator / Executive | \$55,000 | \$75,000 | \$85,000 | -- |
| Head of Strategy | \$75,000 | \$90,000 | \$100,000 | -- |
| Strategist | \$55,000 | \$75,000 | \$90,000 | -- |
| Creative and Design | | | | |
| Creative Director | \$100,000 | \$115,000 | \$130,000 | -- |
| Associate Creative Director | \$90,000 | \$105,000 | \$115,000 | -- |
| Design Director | \$110,000 | \$125,000 | \$140,000 | -- |
| Creative Operations Manager | \$80,000 | \$95,000 | \$110,000 | -- |
| Design Operations Manager | \$80,000 | \$95,000 | \$110,000 | -- |
| Digital Designer > 5 years experience | \$75,000 | \$85,000 | \$95,000 | -- |
| Digital Designer ≤ 5 years experience | \$70,000 | \$80,000 | \$87,000 | -- |
| UI Designer > 5 years experience | \$77,000 | \$88,000 | \$100,000 | -- |
| UI Designer ≤ 5 years experience | \$73,000 | \$85,000 | \$93,000 | -- |
| Art Director > 5 years experience | \$77,000 | \$88,000 | \$100,000 | -- |
| Art Director ≤ 5 years experience | \$68,000 | \$78,000 | \$85,000 | -- |

* Salary figures are in Canadian dollars.

** Salary data based on market research and expertise.

CANADIAN CITIES

(CAD *)

Cities represented include:

Montreal, Toronto, Vancouver, and Calgary in addition to other Canadian cities.

| ROLE | LOW | MID | HIGH | Sample Size ** |
|--|-----------|-----------|-----------|----------------|
| Creative and Design (continued) | | | | |
| Graphic Designer > 5 years experience | \$60,000 | \$75,000 | \$87,500 | -- |
| Graphic Designer ≤ 5 years experience | \$48,000 | \$60,000 | \$75,000 | -- |
| Creative Services Director | \$90,000 | \$110,000 | \$120,000 | -- |
| Creative Services Manager | \$70,000 | \$85,000 | \$93,000 | -- |
| Studio / Traffic Manager | \$75,000 | \$85,000 | \$100,000 | -- |
| Production Artist | \$54,000 | \$67,500 | \$81,250 | -- |
| Presentation Designer | \$48,000 | \$65,000 | \$80,000 | -- |
| Instructional Designer | \$77,000 | \$88,000 | \$100,000 | -- |
| Video Editor | \$50,000 | \$60,000 | \$75,000 | -- |
| CX, UX, and Product Design | | | | |
| Service Design Lead | \$100,000 | \$120,000 | \$130,000 | -- |
| CX Lead | \$100,000 | \$125,000 | \$140,000 | -- |
| Service / CX Designer | \$80,000 | \$110,000 | \$120,000 | -- |
| UX Lead | \$100,000 | \$120,000 | \$135,000 | -- |
| UX Designer > 5 years experience | \$95,000 | \$110,000 | \$125,000 | -- |
| UX Designer ≤ 5 years experience | \$80,000 | \$100,000 | \$115,000 | -- |
| UX Researcher > 5 years experience | \$95,000 | \$110,000 | \$125,000 | -- |
| UX Researcher ≤ 5 years experience | \$80,000 | \$100,000 | \$115,000 | -- |
| Product Designer > 5 years experience | \$95,000 | \$110,000 | \$125,000 | -- |
| Product Designer ≤ 5 years experience | \$80,000 | \$100,000 | \$115,000 | -- |

* Salary figures are in Canadian dollars.

** Salary data based on market research and expertise.

CANADIAN CITIES

(CAD *)

Cities represented include:

Montreal, Toronto, Vancouver, and Calgary in addition to other Canadian cities.

| ROLE | LOW | MID | HIGH | Sample Size ** |
|---|-----------|-----------|-----------|----------------|
| Digital Development and Production | | | | |
| Head of Digital | \$120,000 | \$135,000 | \$150,000 | -- |
| Executive Digital Producer | \$110,000 | \$120,000 | \$130,000 | -- |
| Digital Producer | \$87,500 | \$100,000 | \$110,000 | -- |
| Digital Project Manager | \$80,000 | \$110,000 | \$120,000 | -- |
| Scrum Master | \$80,000 | \$110,000 | \$120,000 | -- |
| Technical Lead | \$110,000 | \$125,000 | \$140,000 | -- |
| Front End Developer > 5 years experience | \$100,000 | \$120,000 | \$130,000 | -- |
| Front End Developer ≤ 5 years experience | \$80,000 | \$100,000 | \$110,000 | -- |
| Full Stack Developer | \$95,000 | \$118,500 | \$124,500 | -- |
| Back End Developer | \$90,000 | \$120,000 | \$127,000 | -- |
| Digital Marketing, Search, and Analytics | | | | |
| Head of Digital Marketing | \$120,000 | \$135,000 | \$150,000 | -- |
| Director of Digital Marketing | \$110,000 | \$120,000 | \$130,000 | -- |
| Digital Marketing Manager | \$100,000 | \$115,000 | \$123,000 | -- |
| Digital Marketing Specialist | \$65,000 | \$80,000 | \$95,000 | -- |
| Marketing Automation Manager | \$100,000 | \$115,000 | \$123,000 | -- |
| E-Commerce Manager | \$100,000 | \$115,000 | \$123,000 | -- |
| Demand / Lead / Growth Manager | \$100,000 | \$115,000 | \$123,000 | -- |
| SEO / SEM Manager | \$100,000 | \$115,000 | \$123,000 | -- |
| Data Analyst | \$60,000 | \$80,000 | \$105,000 | -- |

* Salary figures are in Canadian dollars.

** Salary data based on market research and expertise.

CANADIAN CITIES

(CAD*)

Cities represented include:

Montreal, Toronto, Vancouver, and Calgary in addition to other Canadian cities.

| ROLE | LOW | MID | HIGH | Sample Size ** |
|---|-----------|-----------|-----------|----------------|
| Digital Marketing, Search, and Analytics (continued) | | | | |
| Data Scientist | \$60,000 | \$80,000 | \$105,000 | -- |
| Analytics Manager | \$100,000 | \$115,000 | \$125,000 | -- |
| Paid Search Specialist | \$60,000 | \$80,000 | \$105,000 | -- |
| Email Marketing Specialist | \$60,000 | \$80,000 | \$105,000 | -- |
| Marketing and Communications | | | | |
| Head of Marketing | \$120,000 | \$135,000 | \$150,000 | -- |
| Marketing Director | \$110,000 | \$120,000 | \$130,000 | -- |
| Marketing Manager | \$100,000 | \$115,000 | \$123,000 | -- |
| Marketing Specialist | \$65,000 | \$80,000 | \$95,000 | -- |
| Brand Manager | \$100,000 | \$115,000 | \$123,000 | -- |
| Director of Product Management | \$115,000 | \$135,000 | \$155,000 | -- |
| Product Manager | \$85,000 | \$110,000 | \$130,000 | -- |
| Marketing Project Manager | \$80,000 | \$110,000 | \$120,000 | -- |
| Marketing Communications Director | \$110,000 | \$120,000 | \$127,000 | -- |
| Marketing Communications Manager | \$85,000 | \$100,000 | \$120,000 | -- |
| Marketing Communications Specialist | \$60,000 | \$75,000 | \$85,000 | -- |
| Internal Communications Manager | \$85,000 | \$100,000 | \$120,000 | -- |
| PR and Communications Director | \$110,000 | \$120,000 | \$130,000 | -- |
| PR and Communications Manager | \$100,000 | \$115,000 | \$123,000 | -- |
| PR and Communications Specialist | \$65,000 | \$80,000 | \$95,000 | -- |

* Salary figures are in Canadian dollars.

** Salary data based on market research and expertise.

CANADIAN CITIES

(CAD^{*})

Cities represented include:

Montreal, Toronto, Vancouver, and Calgary in addition to other Canadian cities.

| ROLE | LOW | MID | HIGH | Sample Size ** |
|-----------------------------------|-----------|-----------|-----------|----------------|
| Social, Media, and Content | | | | |
| Head of Social | \$110,000 | \$120,000 | \$130,000 | -- |
| Social Media Manager | \$55,000 | \$70,000 | \$85,000 | -- |
| Media Planner / Buyer | \$55,000 | \$70,000 | \$85,000 | -- |
| Content Marketing Director | \$110,000 | \$120,000 | \$127,000 | -- |
| Content Marketing Manager | \$85,000 | \$100,000 | \$120,000 | -- |
| Content Marketing Specialist | \$60,000 | \$75,000 | \$85,000 | -- |
| Content Producer | \$65,000 | \$85,000 | \$100,000 | -- |
| Copywriter > 5 years experience | \$80,000 | \$94,000 | \$105,000 | -- |
| Copywriter ≤ 5 years experience | \$55,000 | \$70,000 | \$80,000 | -- |
| Proofreader / Copy Editor | \$50,000 | \$60,000 | \$70,000 | -- |
| Editor | \$50,000 | \$60,000 | \$70,000 | -- |
| Technical Editor | \$60,000 | \$75,000 | \$80,000 | -- |

* Salary figures are in Canadian dollars.

** Salary data based on market research and expertise.

SALARIES

BY

YOY

(U.S. ONLY)

SALARIES BY YEAR OVER YEAR



CUSTOMERS WANT AN EXPERIENCE THAT CLICKS.

The pandemic accelerated the push to e-commerce, with online sales up 32% in the U.S. last year.² At the same time, brand loyalty took a dive due to supply disruptions and price sensitivity.³ That means the online customer experience is more important than ever. And it's just the start. By 2025, 80% of B2B sales will happen online.⁴ So the right UX, CX, and digital marketing talent are key when it comes to making sure your online experience exceeds customer expectations—every single time.

There's no doubt the pandemic called for a pivot—in the way companies attract, engage, and sell to customers. The ones who

answered that call got ahead. Overall, salaries trended up with an average increase of 7.5% across the board. Not surprisingly, growth roles such as Social Media Manager and Digital Marketing Specialist grew at 17% and 12%, respectively.

² "A decade in review: Ecommerce sales vs. total retail sales 2011-2020," Young, J. Digital Commerce 360. Feb. 19, 2021.

³ "Brand loyalty declines as economy suffers amid pandemic," Cooper, M. Campaign US. Jan. 19, 2021.

⁴ "Sales Transformation: The Future of Sales," Gartner. 2021.

**“BY 2025, 80% OF B2B
SALES WILL HAPPEN
ONLINE.”**

SALES TRANSFORMATION: THE
FUTURE OF SALES, GARTNER

UNITED STATES

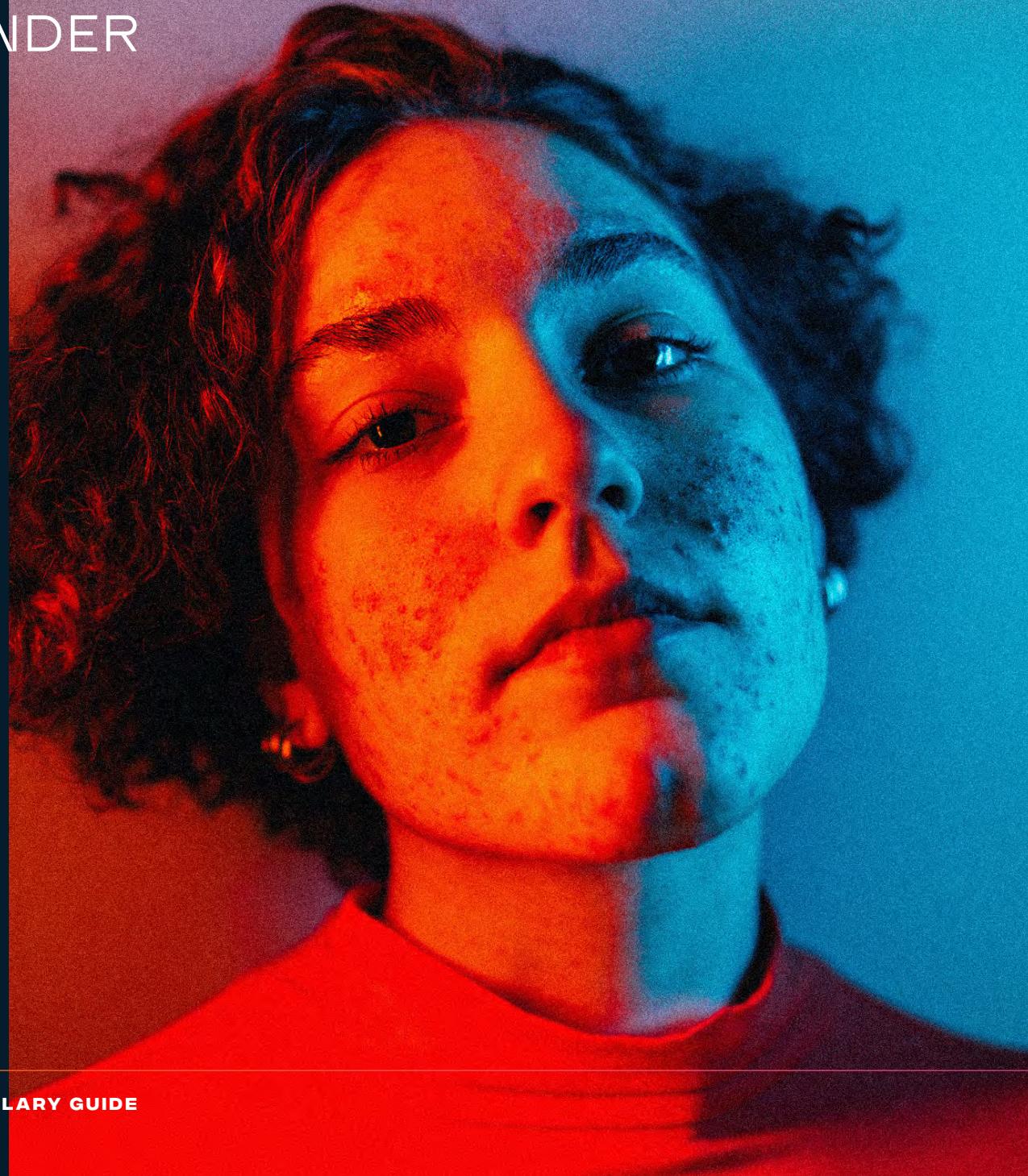
| ROLE | 2021 | | | | 2020 | | | | % Difference |
|---|-----------|-----------|-----------|-------------|-----------|-----------|-----------|-------------|--------------|
| | LOW | MID | HIGH | Sample Size | LOW | MID | HIGH | Sample Size | |
| UX, UI, and Product Design | | | | | | | | | |
| UX Lead | \$114,750 | \$132,000 | \$150,000 | 439 | \$105,000 | \$130,000 | \$150,000 | 704 | +1.52% |
| UX Designer | \$80,000 | \$95,000 | \$120,000 | 631 | \$75,000 | \$90,307 | \$115,000 | 1284 | +4.94% |
| UX Researcher | \$83,000 | \$101,250 | \$135,000 | 189 | \$80,000 | \$100,000 | \$122,000 | 353 | +1.23% |
| UI Designer | \$63,750 | \$80,000 | \$105,113 | 84 | \$68,125 | \$81,000 | \$100,000 | 238 | -1.25% |
| Product Designer | \$90,000 | \$112,000 | \$135,000 | 321 | \$85,000 | \$110,000 | \$132,500 | 525 | +1.79% |
| Digital Marketing, Search, and Analytics | | | | | | | | | |
| Digital Marketing Manager | \$70,000 | \$85,000 | \$102,375 | 162 | \$60,250 | \$78,900 | \$100,000 | 302 | +7.18% |
| Digital Marketing Specialist | \$58,450 | \$68,250 | \$77,300 | 83 | \$50,000 | \$60,000 | \$70,000 | 229 | +12.09% |
| SEO Manager | \$61,000 | \$76,000 | \$87,000 | 35 | \$55,000 | \$70,000 | \$84,000 | 65 | +7.89% |
| Social Media Manager | \$55,000 | \$72,500 | \$86,000 | 77 | \$50,000 | \$60,000 | \$75,000 | 190 | +17.24% |
| Data Analyst | \$62,625 | \$75,000 | \$87,749 | 60 | \$58,000 | \$70,018 | \$85,000 | 169 | +6.64% |
| Creative, Design, and Copy | | | | | | | | | |
| Art Director | \$74,875 | \$88,000 | \$100,000 | 536 | \$70,000 | \$83,000 | \$100,000 | 987 | +5.68% |
| Digital Designer | \$60,000 | \$75,000 | \$85,000 | 275 | \$56,775 | \$70,000 | \$85,000 | 594 | +6.67% |
| Graphic Designer | \$50,000 | \$62,000 | \$76,800 | 1302 | \$47,500 | \$60,000 | \$75,000 | 2867 | +3.23% |
| Presentation Designer | \$75,000 | \$90,000 | \$97,000 | 55 | \$60,000 | \$80,000 | \$94,000 | 85 | +11.11% |
| Copywriter | \$61,975 | \$78,500 | \$92,000 | 270 | \$58,000 | \$72,000 | \$90,000 | 496 | +8.28% |

[†] Salaries are based on U.S. data entered in our [salary tool](#) from 7/1/19 to 6/30/20 for 2020 and 7/1/20 to 6/30/21 for 2021.

SALARIES BY GENDER



SALARIES BY GENDER



THE WORKPLACE ISN'T WORKING FOR WOMEN.

There's no denying it—the pay gap for women is real. According to the World Economic Forum, the pandemic set gender parity efforts back by a generation or more.⁵ In fact, women earn less than men in all roles except Digital Marketing. Overall, men were paid 16% more than women in the same job. Men in UX roles earned on average 14% more than their female colleagues, with female UI Designers underpaid by 20%. In creative roles, women earned 8% less on average for the same work as men, with Presentation Designers and Copywriters doing worse.

1.8 million women dropped out of the workforce during the pandemic.⁶ So there's an even greater need for employers to rebuild gender parity. But how? Use the salary tables below

to ensure you're paying employees equally, regardless of gender. In addition, consider other things that help make your workplace more inclusive. For example, in our [2021 Talent Insights](#), women said flexibility ranks first—including work-from-home options, flexible working hours, compressed workweek, and job sharing. In that same report, 98% of talent stated that they wanted to work remotely in some capacity. As you evaluate pay equity, make sure that talent who choose flexibility aren't penalized and paid lower salaries.

⁵ "Global Gender Gap Report 2021," World Economic Forum. March 30, 2021.

⁶ "The pandemic drove women out of the workforce. Will they come back?" Cassella, M. Politico. July 22, 2021.

**“THE PANDEMIC HAS SET
GENDER PARITY EFFORTS
BACK BY A GENERATION
OR MORE.”**

GLOBAL GENDER GAP REPORT 2021

UNITED STATES

| Role | Male | | | | Female | | | | % Difference |
|---|-----------|-----------|-----------|-------------|-----------|-----------|-----------|-------------|-------------------|
| | Low | Mid | High | Sample Size | Low | Mid | High | Sample Size | Male vs. Female ‡ |
| UX, UI, and Product Design | | | | | | | | | |
| UX Lead | \$117,737 | \$135,000 | \$150,000 | 244 | \$104,875 | \$129,500 | \$152,500 | 160 | +4.07% |
| UX Designer | \$80,000 | \$100,000 | \$127,000 | 280 | \$77,750 | \$90,000 | \$114,200 | 315 | +10.00% |
| UX Researcher | \$84,000 | \$120,000 | \$136,000 | 53 | \$82,750 | \$101,250 | \$133,000 | 131 | +15.63% |
| UI Designer | \$68,750 | \$100,000 | \$112,000 | 36 | \$60,000 | \$80,000 | \$100,000 | 37 | +20.00% |
| Product Designer | \$100,000 | \$120,000 | \$140,000 | 145 | \$80,751 | \$105,000 | \$125,000 | 156 | +12.50% |
| Digital Marketing, Search, and Analytics | | | | | | | | | |
| Digital Marketing Manager | \$70,000 | \$83,600 | \$100,000 | 61 | \$70,000 | \$90,000 | \$104,500 | 94 | -7.66% |
| Digital Marketing Specialist | \$52,500 | \$63,000 | \$70,500 | 23 | \$60,000 | \$70,000 | \$80,000 | 54 | -11.11% |
| SEO Manager | \$66,495 | \$76,000 | \$85,000 | 15 | \$56,250 | \$76,500 | \$87,000 | 18 | -0.66% |
| Social Media Manager | \$60,500 | \$74,000 | \$87,500 | 19 | \$55,000 | \$72,500 | \$86,000 | 57 | +2.03% |
| Data Analyst | \$61,500 | \$75,000 | \$102,000 | 27 | \$63,000 | \$71,000 | \$83,500 | 32 | +5.33% |
| Creative, Design, and Copy | | | | | | | | | |
| Art Director | \$75,000 | \$89,000 | \$100,000 | 243 | \$72,125 | \$87,000 | \$108,500 | 254 | +2.25% |
| Digital Designer | \$63,875 | \$75,500 | \$85,750 | 106 | \$60,000 | \$72,000 | \$85,000 | 153 | +4.64% |
| Graphic Designer | \$50,000 | \$65,000 | \$80,000 | 473 | \$48,000 | \$60,000 | \$75,000 | 756 | +7.69% |
| Presentation Designer | \$81,688 | \$93,000 | \$95,250 | 20 | \$68,500 | \$80,000 | \$92,500 | 27 | +13.98% |
| Copywriter | \$67,500 | \$84,000 | \$95,000 | 89 | \$60,000 | \$75,000 | \$92,000 | 160 | +10.71% |

‡ Example: +25% indicates the median salary for males is 25% higher than the female median.

SALARIES

BY
ETHNICITY

EQUITY

SALARIES BY ETHNICITY



DIVERSITY? WE'RE NOT THERE YET.

The fact is, the progress just isn't there. BIPOC* talent earned \$5,000 less than the \$90,000 average salary for their white counterparts. The pay gap is clear in UX and Digital roles, especially UX Research (-14%), UX Designer (-5%), and Social Media Managers (-17%). And these are all high-growth areas—which means the gap will have a broad, long-lasting impact.

What's even more clear—there's real work to be done on diversity. According to the Association of National Advertisers' Diversity Report of 16,000 marketers worldwide, 69% of the marketing industry are white, with senior levels much less diverse

than junior levels. For example, 86% of all CMOs are white.⁷

Let's be honest. Companies are struggling to move the needle on diversity. But by having real conversations about goals and looking to solutions like [Diversity+](#), hiring managers can actually begin to change the numbers.

* Black, Indigenous, and people of color

⁷ "A Diversity Report for the Advertising/Marketing Industry (2021)," ANA. November 16, 2021.

**“A STAGGERING 88% OF
THE 3,883 [MARKETERS]
IDENTIFY AS WHITE.”**

MARKETING WEEK – CAREER AND
SALARY SURVEY, JANUARY 2020

UNITED STATES

| ROLE | White | | | | BIPOC | | | | % Difference |
|---|-----------|-----------|-----------|-------------|-----------|-----------|-----------|-------------|--------------|
| | LOW | MID | HIGH | Sample Size | LOW | MID | HIGH | Sample Size | |
| UX, UI, and Product Design | | | | | | | | | |
| UX Lead | \$118,000 | \$137,500 | \$150,000 | 146 | \$113,500 | \$134,000 | \$158,500 | 70 | +2.55% |
| UX Designer | \$82,000 | \$100,000 | \$125,000 | 169 | \$77,000 | \$95,000 | \$120,000 | 123 | +5.00% |
| UX Researcher | \$94,250 | \$120,000 | \$136,000 | 52 | \$70,000 | \$105,000 | \$135,200 | 33 | +12.50% |
| UI Designer | \$80,000 | \$83,000 | \$105,000 | 21 | \$67,500 | \$90,000 | \$120,000 | 19 | -8.43% |
| Product Designer | \$100,000 | \$115,000 | \$135,000 | 98 | \$90,000 | \$119,000 | \$135,000 | 81 | -3.48% |
| Digital Marketing, Search, and Analytics | | | | | | | | | |
| Digital Marketing Manager | \$70,000 | \$85,000 | \$102,875 | 58 | \$74,250 | \$101,000 | \$107,750 | 24 | -18.82% |
| Digital Marketing Specialist | \$62,000 | \$70,000 | \$83,000 | 25 | \$59,900 | \$75,600 | \$80,000 | 9 | -8.00% |
| SEO Manager | \$54,000 | \$65,995 | \$84,375 | 12 | \$78,750 | \$87,000 | \$87,000 | 6 | -31.83% |
| Social Media Manager | \$71,000 | \$78,000 | \$97,500 | 19 | \$52,525 | \$66,500 | \$85,750 | 18 | +14.74% |
| Data Analyst | \$70,500 | \$79,000 | \$105,500 | 22 | \$72,750 | \$83,500 | \$103,500 | 10 | -5.70% |
| Creative, Design, and Copy | | | | | | | | | |
| Art Director | \$72,750 | \$87,000 | \$100,000 | 195 | \$75,000 | \$91,000 | \$108,500 | 83 | -4.60% |
| Digital Designer | \$60,000 | \$75,000 | \$90,000 | 103 | \$60,000 | \$72,500 | \$84,500 | 42 | +3.33% |
| Graphic Designer | \$50,000 | \$65,000 | \$79,000 | 441 | \$50,688 | \$63,000 | \$80,000 | 206 | +3.08% |
| Presentation Designer | \$67,500 | \$80,000 | \$98,000 | 15 | \$75,000 | \$84,125 | \$90,000 | 14 | -5.16% |
| Copywriter | \$64,500 | \$80,000 | \$92,625 | 91 | \$62,500 | \$80,616 | \$92,250 | 26 | -0.77% |

[^] Example: +25% indicates the median salary for whites is 25% higher than the BIPOC median.

EQUAL. FLEXIBLE. EMPOWERING.
FLEXIBLE. EMPOWERING. INCL...
EMPOWERING
INCLUSIVE. I
EQUAL. FLEX...
FLEXIBLE. EI
EMPOWERING
INCLUSIVE. I
EQUAL. FLEX...
FLEXIBLE. EMPOWERING. INCL
EMPOWERING. INCLUSIVE. FOR



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