



# IT'S TIME TO READ THE ROOM.

2022 SALARY GUIDE

VITAMIN 

## 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.

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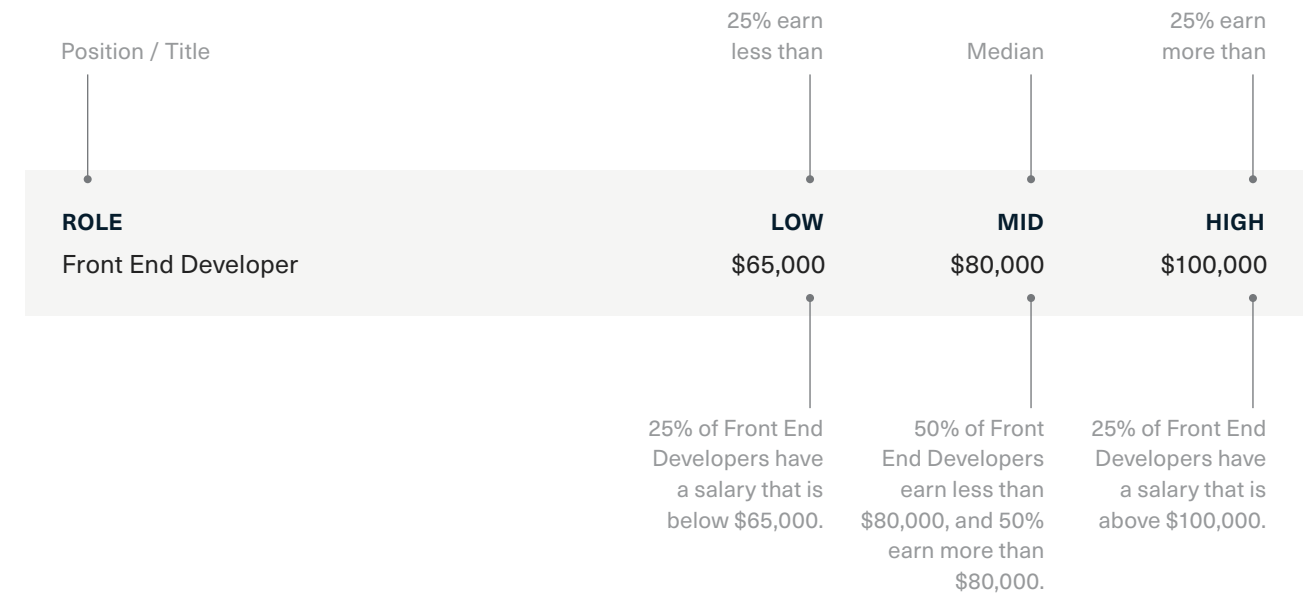
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# HOW TO USE THE SALARY TABLES

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%.<sup>1</sup> 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.

<sup>1</sup> “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 *
<b>Agency Account Management and Strategy</b>				
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
<b>Creative and Design</b>				
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.



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ROLE	LOW	MID	HIGH	Sample Size *
<b>Creative and Design</b> (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
<b>CX, UX, and Product Design</b>				
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.

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ROLE	LOW	MID	HIGH	Sample Size *
<b>Digital Development and Production</b>				
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	--
<b>Digital Marketing, Search, and Analytics</b>				
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.

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ROLE	LOW	MID	HIGH	Sample Size *
<b>Digital Marketing, Search, and Analytics</b> (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	--
<b>Marketing and Communications</b>				
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 *
<b>Social, Media, and Content</b>				
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 *
<b>Agency Account Management and Strategy</b>				
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
<b>Creative and Design</b>				
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.

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Cities grouped by average monthly net salaries nationwide.

ROLE	LOW	MID	HIGH	Sample Size *
<b>Creative and Design</b> (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
<b>CX, UX, and Product Design</b>				
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

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<b>Digital Development and Production</b>				
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	--
<b>Digital Marketing, Search, and Analytics</b>				
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

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Cities grouped by average monthly net salaries nationwide.

ROLE	LOW	MID	HIGH	Sample Size *
<b>Digital Marketing, Search, and Analytics</b> (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
<b>Marketing and Communications</b>				
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.



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ROLE	LOW	MID	HIGH	Sample Size *
<b>Social, Media, and Content</b>				
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 *
<b>Agency Account Management and Strategy</b>				
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
<b>Creative and Design</b>				
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

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Cities grouped by average monthly net salaries nationwide.

ROLE	LOW	MID	HIGH	Sample Size *
<b>Creative and Design</b> (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
<b>CX, UX, and Product Design</b>				
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 *
<b>Digital Development and Production</b>				
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
<b>Digital Marketing, Search, and Analytics</b>				
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.

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ROLE	LOW	MID	HIGH	Sample Size *
<b>Digital Marketing, Search, and Analytics</b> (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
<b>Marketing and Communications</b>				
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 *
<b>Social, Media, and Content</b>				
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**
<b>Agency Account Management and Strategy</b>				
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	--
<b>Creative and Design</b>				
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**
<b>Creative and Design</b> (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	--
<b>CX, UX, and Product Design</b>				
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**
<b>Digital Development and Production</b>				
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	--
<b>Digital Marketing, Search, and Analytics</b>				
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**
<b>Digital Marketing, Search, and Analytics</b> (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	--
<b>Marketing and Communications</b>				
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**
<b>Social, Media, and Content</b>				
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.<sup>2</sup> At the same time, brand loyalty took a dive due to supply disruptions and price sensitivity.<sup>3</sup> 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.<sup>4</sup> 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.

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

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

<sup>4</sup> "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	2021 vs. 2020 †
<b>UX, UI, and Product Design</b>									
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%
<b>Digital Marketing, Search, and Analytics</b>									
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%
<b>Creative, Design, and Copy</b>									
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.<sup>5</sup> 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.<sup>6</sup> 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.

<sup>5</sup> "Global Gender Gap Report 2021," World Economic Forum. March 30, 2021.

<sup>6</sup> "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. ”**

# UNITED STATES

ROLE	Male				Female				% Difference
	LOW	MID	HIGH	Sample Size	LOW	MID	HIGH	Sample Size	Male vs. Female ††
<b>UX, UI, and Product Design</b>									
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%
<b>Digital Marketing, Search, and Analytics</b>									
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%
<b>Creative, Design, and Copy</b>									
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**

## 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.<sup>7</sup>

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

<sup>7</sup> "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	White vs. BIPOC ^
<b>UX, UI, and Product Design</b>									
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%
<b>Digital Marketing, Search, and Analytics</b>									
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%
<b>Creative, Design, and Copy</b>									
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.

