



GROWTH

PROGRESS

INNOVATION

IMPROVEMENT

ACHIEVEMENT

SUCCESS



2020 SALARY GUIDE

Creative, Marketing & Technology

ONWARD  SEARCH®



Table of Contents

1

you are here

2

About
Onward
Search

11

Salary
Data

4

Most In-
Demand
Talent

3

About
the Guide

18

About
the Data

19

Contact
Information

About Us

ONWARD > SEARCH®

WE PROVIDE THE WORLD'S TOP COMPANIES THE BEST CREATIVE, MARKETING, AND TECHNOLOGY TALENT IN THE INDUSTRY.

At Onward Search, we strive to inform and educate our partners so they can effectively navigate the digital creative space and grow their businesses and/or careers. Our annual salary guide is our way of giving back to the community by presenting data and insights we have collected throughout the year.

We hope you find it useful as you search for the perfect candidate to add to your team. If you have questions about how to use any of the data presented in this guide, or you simply want to discuss your hiring needs, please reach out to us at any time.



Contact Onward Search

CLIENT SERVICES
CONTENT
DESIGN
MARKETING
STUDIO
TECH
VIDEO
USER EXPERIENCE



About The Guide

Growth. This word represents business expansion, higher profits, and industry recognition. Growing organizations are leading organizations, ones that inspire attention and win lasting customers. But what really drives growth? Technology, strategy, and management certainly play a role, **but there is no better way to grow your business than hiring the right people.** Make the right hire and you will add value, productivity and innovation to your company. Miss the mark, and you will lose time, money and resources.

In a tight job market, you need to show the top creative, marketing, and technology talent you understand how valuable they are to your future growth. This makes applying the right salary ranges essential. **Offering the right compensation can be the difference between recruiting the future leaders of your company or losing them to a competitor.**

This is why we developed our 2020 Salary Guide. Think of this as your playbook to secure the best talent for your organization. Inside, you will find a list of the “20 Most In-Demand Talent for 2020,” as well as salary data for more than 100 creative, marketing, and technology professionals. With this guide you are ready to find the talent who will help you drive more revenue, deliver better customer experiences, and grow toward your ideal future.

1 *Product Designer*

Product Designers guide the development of products, from concept and ideation, to launch. This encompasses everything from doing market research, identifying problems, product development, designing informed solutions—and everything in between. Product Designers are hired when a business wants to launch a new product or update an existing one.

RELATED TITLES: UX/UI Designer, Interaction Designer, Interface Designer

2 *UX Designer*

UX Designers are responsible for the totality of the experience a user has when interacting with a website, app or product. Their responsibilities may include conducting user research, building personas, developing information architectures, drawing wireframes, usability testing and creating visual designs. They may work on building new products from scratch or improving existing ones.

RELATED TITLES: UI Designer, UX Strategist, Information Architect

3 *Content Strategist*

Just as it sounds, Content Strategists are responsible for building and/or managing a brand's content strategy. They possess a broad set of content marketing skills such as copywriting, SEO, editing, promotion, social media and data analysis. They use those skills to increase organic traffic, bolster audience engagement and generate qualified leads.

RELATED TITLES: Content Producer, Digital Strategist

4 *UI Designer*

UI Designers focus on the user's visual experience. They create interfaces for websites, apps, smart devices and home appliances. Often confused with the UX design role, UI Designers focus on elements such as imagery, typography, navigation, button layout and more.

RELATED TITLES: UX Designer, Interaction Designer, Visual Designer, Web Designer



DESIGN
STRATEGY
UI/UX



5 *Data Scientist*

Data Scientists utilize large amounts of data to develop hypotheses, make inferences and analyze customer and market trends. They are part mathematician, part computer scientist and part trend-spotter. Their job requires the use of advanced analytics technologies, including machine learning and predictive modeling.

RELATED TITLES: Data Engineer, Data Statistician

6 *Art Director*

Art Directors (AD) lead the development of creative campaigns from ideation to completion. They may be responsible for conducting research, coordinating with and supervising other members of the art department and designing cohesive, brand-specific initiatives that appeal to the target demographic.

RELATED TITLES: Creative Director, Industrial Designer, Interaction Designer

7 *User Researcher*

User Researchers help UX Designers, UI Designers, Front-End Developers and other team members understand the end user's behavior, motivations and needs. Their work is key to improving website and app functionality, building products that resonate with target audiences and identifying product deficiencies that can be improved.

RELATED TITLES: UX Researcher, UX Strategist, Design Researcher

8 *Digital Copywriter*

Digital Copywriters produce content primarily for web pages, apps, online ads and UX interactions. They might be tasked with writing website copy, as well as landing and sales pages, pop-ups, buttons, display ads, forms and more. Their work is focused on engaging readers and persuading them to take a given action (also known as conversion-focused copywriting).

RELATED TITLES: Digital Content Writer, Copywriter, Online Content Creator



CREATIVE
RESEARCH
DATA



9 CRM Specialist

Appropriately named, CRM (Customer Relationship Management) Specialists manage the relationship with customers through a CRM software (think Salesforce). Their job is to maximize the efficiency of the CRM, the data inside it and how their company uses the software to improve customer care. They often work with the customer service, marketing and operations departments to maintain a customer-focused attitude with the goal of creating lifetime advocates.

RELATED TITLES: Customer Relationship Marketer, Customer Experience Manager

10 Visual Designer

Visual Designers aim to shape and improve the usability of products and their aesthetic appeal through illustrations, photography, typography, space, layouts and color. They play a key role in defining what goes into a brand's unique style and voice and know how to explain their concepts and the decisions behind their work.

RELATED TITLES: UI Designer, Industrial Designer, Graphic Designer

11 Digital Project Manager

Digital Project Managers (PMs) oversee the development or improvement of digital products and/or collateral to ensure projects are completed on time, within budget and to the required specifications. They are responsible for time and resource management, establishing and organizing processes and helping mitigate challenges that threaten to derail project costs or timelines.

RELATED TITLES: Interactive Project Manager, Project Manager, Digital Producer

12 Marketing Analytics Manager

Marketing Analytics Managers lead teams responsible for figuring out the effectiveness of an organization's marketing campaigns. This involves determining key performance indicators, collecting and analyzing data and reporting on campaign success. They often work in a cross-functional environment with product, sales, data science and other business analysts.

RELATED TITLES: Marketing Insights Manager, Digital Analytics Manager



13 *Content Producer*

Content Producers write, develop, edit and publish content and copy for a variety of digital platforms, including websites, blogs, videos, email marketing campaigns, advertising campaigns, social media posts, infographics, whitepapers and more. They create messaging and various forms of digital online copy that can be used by an organization to sell or promote products or services and increase brand awareness.

RELATED TITLES: Online Producer, Digital Producer

14 *Data Analyst*

Data Analysts collect, process and perform statistical analyses of data. They dissect numbers to identify trends and make predictions about the future. Their findings help organizations and companies understand how to make better business decisions.

RELATED TITLES: Marketing Analyst, Digital Analyst

15 *Creative Technologist*

Creative Technologists (CT) bridge the gap between creative and code. In other words, they marry the visual aesthetic with what is technically viable. CTs are often fully versed in the design and development process, good at prototyping and prototype testing and implementing iterative changes.

RELATED TITLES: Design Technologist, UX Developer

16 *Front-End Developer*

Front-End Developers (FED) take visual design and wireframe files and turn them into living, functioning websites. They have a thorough knowledge of programming languages and technology. Their focus is on user experience, efficiency, speed, smooth functionality and ensuring the design appears well across various platforms and browsers.

RELATED TITLES: UX Developer, UI Developer, Web Developer



CONTENT
TECHNOLOGY
DEVELOPMENT



17 *Email Marketing Manager*

Email Marketing Managers develop marketing strategies, create content and campaigns, manage sends and distribution, and generate and analyze data with the ultimate goal of engaging consumers and driving conversions/profit. Essentially, they manage every touch point of email marketing from end-to-end to increase brand awareness and drive engagement and sales.

RELATED TITLES: Email Marketer, Demand Generation Specialist, Database Marketer

18 *AR Developer*

Augmented Reality (AR) Developers enhance a customer's experience by overlaying digital information on top of the real world. This often comes by way of a smart phone, which provides information and media about a location or product that they are near (or scan). Due to the constant innovations within this new field, the role of the AR Developer continues to become more complex and specialized.

RELATED TITLES: XR Developer, Software Application Developer

19 *Social Media Manager*

Social Media Managers oversee a company's digital persona across a number of social networks such as LinkedIn, Twitter, Facebook and Snapchat. They have a strong command of brand voice and strive to turn visitors into customers and customers into advocates. They are quick to respond to crises and opportunities and can measure their results with the latest tools and metrics.

RELATED TITLES: Social Media Specialist, Social Media Strategist, Community Manager

20 *Motion Graphics Artist*

Motion Graphics Artists design/build 3D animations, visuals and graphics for video content on the web, smartphones, TV and film. They create conceptual designs, develop storyboards, collaborate with creative teams and make revisions based on feedback. Motion Graphics Artists use a number of VFX tools and cinematic tricks and techniques to bring their content to life.

RELATED TITLES: Motion Designer, Motion Animator, Digital Artist



Growing Your Teams

AS YOUR BUSINESS EXPANDS, BE SURE TO FOLLOW THESE BEST PRACTICES AS YOU STAFF UP:

- Nurture and develop your current employees.
- Promote from within when possible.
- Get referrals from your best people.
- Create and effective onboarding process.
- Build around your company culture.
- Prioritize diversity and inclusion.

EXPANSION
GROWTH

2020 Salary Data



In today's uber competitive market, many employers are missing the forest for the trees when it comes to hiring. Obsessed with new technologies and driving down costs, they largely ignore the ultimate goal of finding the best possible candidate for the given role.

IN ORDER TO SECURE THE BEST TALENT FOR YOUR TEAM—WHETHER ON A FREELANCE OR PERMANENT BASIS—YOU NEED TO CREATE INTERESTING AND MEANINGFUL JOB OPPORTUNITIES, DEVELOP AN ATTRACTIVE CULTURE, AND OFFER COMPETITIVE COMPENSATION.

The following salary guide provides an in-depth look at the market value for more than 100 creative, marketing and technology professionals so that you can target the right professionals for your team.

Please adjust for the level of expertise for a given role; in other words, a fledgling web designer will be toward the lower end of the pay range, while a senior front-end developer will command a much higher wage.

TITLE	PERCENTILE		
<i>Client Services</i>	25 th	50 th	75 th
ACCOUNT DIRECTOR	\$85,500	\$103,200	\$119,200
ACCOUNT EXECUTIVE	\$46,500	\$57,300	\$73,500
ACCOUNT MANAGER	\$56,100	\$65,800	\$79,600
ACCOUNT PLANNER	\$52,900	\$62,200	\$73,700
DIGITAL PROJECT MANAGER	\$65,700	\$85,000	\$100,600
INTERACTIVE PRODUCER	\$67,600	\$80,300	\$94,200
MEDIA BUYER	\$55,700	\$64,300	\$77,500
MEDIA DIRECTOR	\$76,000	\$92,100	\$102,200
MEDIA PLANNER	\$46,600	\$60,700	\$72,800
PROJECT MANAGER	\$54,500	\$67,500	\$80,400

TITLE	PERCENTILE		
<i>Content</i>	25 th	50 th	75 th
CONTENT MARKETING MANAGER	\$58,300	\$70,400	\$85,500
CONTENT STRATEGIST	\$67,200	\$79,600	\$92,000
COPY EDITOR	\$43,600	\$62,700	\$74,100
COPYWRITER	\$59,300	\$72,200	\$83,800
DIGITAL / WEB COPYWRITER	\$66,500	\$77,600	\$90,500
PROOFREADER	\$42,200	\$53,700	\$65,100
PROPOSAL WRITER	\$58,200	\$66,900	\$77,200
SEO WRITER	\$50,300	\$61,000	\$72,000
TECHNICAL WRITER	\$60,400	\$75,500	\$84,300
WEB EDITOR	\$45,000	\$65,800	\$76,100



TITLE

PERCENTILE

<i>Design</i>	<i>25th</i>	<i>50th</i>	<i>75th</i>
APPAREL DESIGNER	\$54,400	\$64,200	\$72,800
ART DIRECTOR	\$70,200	\$87,700	\$110,500
CREATIVE DIRECTOR	\$94,300	\$118,200	\$142,900
CREATIVE SERVICES MANAGER	\$72,800	\$87,600	\$105,900
GRAPHIC DESIGNER	\$44,500	\$58,000	\$69,000
ILLUSTRATOR	\$44,900	\$54,300	\$65,500
INFOGRAPHIC DESIGNER	\$45,400	\$55,100	\$65,800
INSTRUCTIONAL DESIGNER	\$73,400	\$84,900	\$97,100
INTERACTION DESIGNER	\$66,700	\$77,200	\$90,100
KEY ART DESIGNER	\$76,800	\$86,500	\$112,000
MOBILE APP DESIGNER	\$62,700	\$86,800	\$101,800
PACKAGING DESIGNER	\$48,500	\$58,400	\$72,000
PRESENTATION DESIGNER	\$50,200	\$63,600	\$74,300
PRODUCT DESIGNER	\$75,500	\$89,900	\$112,800
TYPOGRAPHER	\$44,700	\$53,000	\$66,300
VISUAL DESIGNER	\$67,600	\$84,600	\$101,200
WEB DESIGNER	\$58,600	\$70,800	\$87,800
WEB PRODUCTION ARTIST	\$45,700	\$56,400	\$64,700

TITLE

PERCENTILE

<i>Tech</i>	25 th	50 th	75 th
BACK-END DEVELOPER	\$89,400	\$113,400	\$139,900
BIG DATA ENGINEER	\$132,600	\$164,300	\$191,700
BUSINESS ANALYST	\$79,900	\$94,600	\$113,300
CLOUD COMPUTING ANALYST	\$79,500	\$98,400	\$121,800
CYBER SECURITY ANALYST	\$83,300	\$105,500	\$130,200
CYBER SECURITY ENGINEER	\$94,800	\$120,200	\$148,300
DATA ANALYST	\$85,700	\$104,800	\$124,300
DATA ENGINEER	\$134,600	\$170,600	\$210,500
DATA SCIENTIST	\$105,900	\$128,100	\$151,000
DATABASE DEVELOPER	\$120,000	\$142,700	\$170,700
DATABASE MANAGER	\$109,600	\$131,800	\$154,800
DEVELOPER (UI / FRONT END)	\$67,800	\$82,000	\$103,700
DEVOPS ENGINEER	\$95,400	\$121,000	\$149,300
FULL STACK DEVELOPER	\$82,900	\$101,900	\$122,400
MOBILE APP DEVELOPER	\$117,800	\$140,000	\$168,700
NETWORK ENGINEER	\$92,300	\$117,000	\$144,400
PROJECT MANAGER	\$93,200	\$118,100	\$145,700
QUALITY ASSURANCE MANAGER	\$92,600	\$109,000	\$133,500
QUALITY ASSURANCE TESTER	\$79,900	\$87,400	\$120,400
RAPID PROTOTYPER	\$84,600	\$104,700	\$125,700
SCRUM MASTER	\$80,600	\$102,100	\$126,000
SOFTWARE DEVELOPER	\$103,300	\$125,200	\$147,300
SYSTEMS ANALYST	\$79,600	\$96,900	\$116,500

TITLE	PERCENTILE		
<i>Marketing</i>	25 th	50 th	75 th
BRAND MANAGER	\$72,900	\$91,600	\$102,900
COMMUNITY MANAGER	\$48,800	\$60,300	\$73,500
CUSTOMER EXPERIENCE MANAGER	\$54,300	\$67,100	\$82,700
DEMAND GENERATION MANAGER	\$71,800	\$89,000	\$107,200
DIGITAL ACQUISITION SPECIALIST	\$82,500	\$100,800	\$120,500
DIGITAL ANALYTICS MANAGER	\$82,200	\$95,400	\$113,400
DIGITAL MARKETING MANAGER	\$67,800	\$82,900	\$96,600
DIGITAL STRATEGIST	\$66,800	\$83,700	\$97,400
EMAIL MARKETING MANAGER	\$61,100	\$76,300	\$92,100
EVENT MARKETING SPECIALIST	\$45,100	\$57,200	\$68,300
MARKETING ANALYST	\$57,400	\$68,900	\$80,800
MARKETING MANAGER (& ABOVE)	\$71,600	\$86,700	\$101,900
MARKETING RESEARCHER	\$52,900	\$63,400	\$80,000
MERCHANDISE MANAGER	\$68,500	\$78,000	\$90,500
PR MANAGER	\$62,400	\$77,500	\$89,300
PRODUCT MANAGER	\$73,000	\$95,400	\$105,300
SEM SPECIALIST	\$54,800	\$67,400	\$81,000
SEO SPECIALIST	\$53,000	\$65,300	\$78,900
SOCIAL MEDIA MANAGER	\$51,100	\$60,300	\$77,200
VISUAL MERCHANDISER	\$45,500	\$55,000	\$64,600
WEB ANALYTICS SPECIALIST	\$65,000	\$76,900	\$99,200



TITLE	PERCENTILE		
<i>Video</i>	25 th	50 th	75 th
3D ANIMATOR	\$61,800	\$72,600	\$87,200
AR DEVELOPER	\$90,200	\$110,000	\$134,700
COMPOSITOR	\$56,900	\$65,100	\$78,400
MOTION GRAPHICS DESIGNER	\$70,700	\$82,800	\$96,700
MULTIMEDIA DESIGNER	\$58,100	\$74,800	\$85,600
PRODUCER (VFX)	\$72,600	\$87,500	\$103,100
TECHNICAL DIRECTOR	\$103,000	\$129,300	\$153,600
VIDEO EDITOR / POST PRODUCTION	\$55,200	\$65,700	\$78,400
VR DEVELOPER	\$88,500	\$108,200	\$132,800

TITLE	PERCENTILE		
<i>Studio</i>	25 th	50 th	75 th
DESKTOP PUBLISHER	\$36,400	\$44,900	\$49,700
PHOTO RETOUCHER	\$40,300	\$53,100	\$71,800
PHOTOGRAPHER	\$39,500	\$52,200	\$64,600
PRE-PRESS SPECIALIST	\$52,600	\$62,400	\$66,500
PRODUCTION ARTIST	\$44,000	\$55,000	\$60,600
PRODUCTION MANAGER / DIRECTOR	\$59,700	\$71,800	\$88,500
PROJECT MANAGER	\$57,600	\$72,200	\$85,800
STUDIO MANAGER	\$54,400	\$67,100	\$79,600
TRAFFIC MANAGER	\$46,700	\$57,400	\$71,300
VIDEO PRODUCER	\$58,900	\$75,500	\$89,400



TITLE

PERCENTILE

UX / UI	25 th	50 th	75 th
INFORMATION ARCHITECT	\$78,300	\$94,000	\$110,100
INTERACTIVE DESIGNER	\$71,000	\$82,700	\$99,200
UI DESIGNER	\$70,500	\$84,700	\$102,000
UI DEVELOPER	\$84,600	\$90,000	\$109,600
USER RESEARCHER	\$79,300	\$88,600	\$108,300
UX / UI MANAGER (& ABOVE)	\$100,300	\$130,400	\$154,200
UX DESIGNER	\$79,700	\$98,300	\$118,400

DATA
SALARY
LEADERSHIP
PROFIT
DIRECTION
PROGRESS
INCREASE



DATA CALCULATION

The data presented in this guide displays salary ranges broken down into percentiles which reflect talent, education and experience. It was collected from public data, cross referenced against our proprietary database of talent compensation figures and vetted by members of our nationwide team.

It's worth noting, however, that this is not an exact science. Factors such as location (cost of living) or supply and demand may cause salaries to fall outside the stated ranges. Thus, they should be used as guidelines, rather than lines drawn in the sand.

GEOGRAPHIC VARIANCE

The data provided represents the national average for each position. To get a more accurate range for your geographic location, simply use the multipliers below.

VARIANCE	2020	VARIANCE	2020	VARIANCE	2020
ATLANTA, GA	106	LAS VEGAS, NV	102	PHOENIX, AZ	116
AUSTIN, TX	109	LOS ANGELES, CA	135	PITTSBURGH, PA	98
BALTIMORE, MD	103.5	MEMPHIS, TN	95.5	PORTLAND, OR	110
BOISE, ID	90	MIAMI, FL	106	PROVIDENCE, RI	102
BOSTON, MA	134	MILWAUKEE, WI	101	RALEIGH, NC	104
CHARLESTON, SC	95	MINNEAPOLIS, MN	107	RICHMOND, VA	99
CHARLOTTE, NC	103	NASHVILLE, TN	102	SALT LAKE CITY, UT	107.5
CHICAGO, IL	124	NEW ORLEANS, LA	99.5	SAN ANTONIO, TX	101.5
CLEVELAND, OH	96.5	NEW YORK, NY	141	SAN DIEGO, CA	129
DALLAS, TX	110.5	NEWARK, NJ	127	SAN FRANCISCO, CA	141
DENVER, CO	111	OKLAHOMA CITY, OK	93.5	SEATTLE, WA	126.5
DETROIT, MI	99.5	ORANGE COUNTY, CA	129	ST. LOUIS, MO	100.5
HOUSTON, TX	108	ORLANDO, FL	101	STAMFORD, CT	131
INDIANAPOLIS, IN	97	PHILADELPHIA, PA	115	WASHINGTON D.C.	132.5

Example (Atlanta): $\$100,000 \times 106\% = \$106,000$

Get the talent you need to grow to your maximum potential

Business growth is a team effort requiring the cooperation of every stakeholder—including your creative talent. These are the key players who work to shape your brand and convey your values and messaging to your customers. Thus, it makes sense to hire the best talent money can buy.

Whether you're looking for short-term project help or need to make a revenue driving hire for your team, we can make the process easy by connecting you to our network of top creative, marketing and technology talent. We take the time to personally understand your company culture and unique candidate profile to provide you with the people who will make a difference for your organization.

CONTACT INFORMATION

To learn about how we can assist you with your hiring or job search needs, please contact us today.

To view this guide online, visit:

www.onwardsearch.com/salary2020

To partner with Onward Search to hire talent, visit:

www.onwardsearch.com/creative-staffing

To find jobs with Onward Search, visit:

www.onwardsearch.com/jobs

To find an office near you, visit:

www.onwardsearch.com/contact



[@onwardsearch](https://twitter.com/onwardsearch)



facebook.com/onwardsearch



[@onwardsearch](https://www.instagram.com/onwardsearch)

www.onwardsearch.com