

ONWARD  
SEARCH

# Salary Guide 2024

Creative • Marketing • Technology



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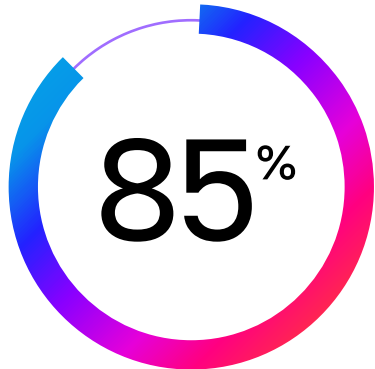


## Foreword

# Change takes talent

Change. This single word not only defines today’s talent market but also embodies the companies thriving within it. Amid unprecedented world events, economic shifts, and technological advancements, organizations must adapt to prosper. Employers everywhere are actively seeking talent to drive change and transformation. Our recent Salary & Hiring Trends Survey\* revealed over 85% of companies plan to hire creative, marketing, and technology professionals in 2024.

As the hiring landscape grows increasingly more competitive, adaptability and agility take on a new layer of importance. Nearly 70% of hiring managers find it difficult to hire qualified talent, and employers are taking measures to ensure their success. Determined to step ahead of the competition, companies are evolving their work models, evaluating their salary packages, and elevating their hiring strategies.



85% of hiring managers indicate they plan to hire talent in 2024

Onward Search 2024 Salary & Hiring Trends

## Foreword (continued)

Balancing a renewed focus on workplace productivity with employee priorities, over 60% of organizations plan to adopt hybrid work policies in 2024. While many business leaders are in favor of in-person work, they also recognize that today's employees value flexibility and autonomy more than ever. As we enter 2024, over 90% of professionals say they would leave on-site jobs for remote opportunities.

However, 1 in 3 job seekers still value compensation above all else. Employees everywhere are calling for pay transparency, competitive benefits, and salaries that can keep up with inflation. To attract top talent and lure candidates back to the office, employers are listening to job seeker preferences and crafting compensation packages that align with employee expectations.

At the same time, business leaders are doubling down on cost-saving strategies. From skills-based hiring to contract staffing, companies continue to leverage cost-effective talent solutions. Freelancers are in increasingly high demand as hiring managers look to make the most of limited budgets, eliminate overhead costs, and scale their teams with ease. To achieve growth in 2024, companies must be prepared to meet rapidly changing needs.

As artificial intelligence (AI) and immersive technologies advance, adaptability has never been more critical. Forward-thinking companies are acting fast to close the skill gaps within their organizations. From AI prompt engineers to extended reality (XR) experts, employers everywhere are willing to pay top dollar for skilled professionals who can keep up with the latest innovations.

The future may be unpredictable, but change is inevitable. In 2024, the companies that succeed will be the ones who don't fear change but embrace it. To adapt and thrive, employers must update their hiring practices and pay ranges with their people at heart. This salary guide aims to help by providing a transparent view of US salaries for creative, marketing, and technology professions. We're proud to share this information so that companies can set competitive salaries, put their people first, and adapt in this ever-evolving world of work.

\* Onward Search surveyed 400+ creative, marketing and technology professionals – including hiring managers, executive leaders and individual contributors – for a study of 2024 salary and hiring trends. In addition, we conducted a series of polls collecting information from 1,000+ professionals in all fields of work. Unless otherwise specified, the facts and figures in this guide reflect our findings.

## Interpreting the Data

# A few words about our many numbers

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

However, compensation determination 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, this guide should be used as guidelines, rather than lines drawn in the sand.

### Adjusting for Location

The salary ranges represent the national average for each position. To get a more accurate figure for your geographic location, simply use the percentage multipliers below to calculate the difference.

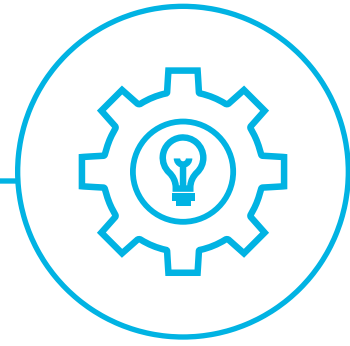
LOCATION	%	LOCATION	%	LOCATION	%
Atlanta, GA	106	Las Vegas, NV	102	Phoenix, AZ	116
Austin, TX	110	Los Angeles, CA	132	Pittsburg, PA	98
Baltimore, MD	104	Memphis, TN	96	Portland, OR	112
Boise, ID	90	Miami, FL	106	Providence, RI	102
Boston, MA	130	Milwaukee, WI	102	Raleigh, NC	104
Charleston, SC	96	Minneapolis, MN	107	Richmond, VA	100
Charlotte, NC	104	Nashville, TN	102	Salt Lake City, UT	110
Chicago, IL	120	New Orleans, LA	99	San Antonio, TX	101
Cleveland, OH	97	New York, NY	135	San Diego, CA	125
Dallas, TX	111	Newark, NJ	120	San Francisco, CA	140
Denver, CO	112	Oklahoma City, OK	94	Seattle, WA	130
Detroit, MI	100	Orange County, CA	125	St. Louis, MO	100
Houston, TX	109	Orlando, FL	101	Stamford, CT	130
Indianapolis, IN	97	Philadelphia, PA	116	Washington, DC	133

Example:

Atlanta: \$100,000 x 106% = \$106,000

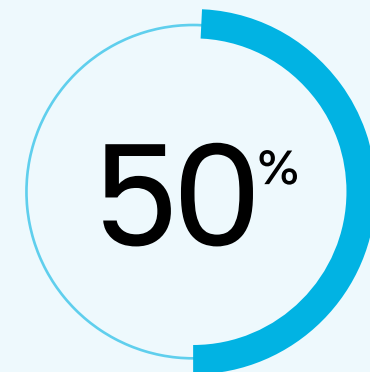
# Salary Data 2024





# Artificial Intelligence

ROLE	LOW	MID	HIGH
AI Architect	\$143,500	\$180,000	\$218,000
AI Designer	\$96,000	\$116,000	\$135,500
AI Engineer	\$132,500	\$167,500	\$207,000
AI Product Manager	\$119,000	\$153,000	\$185,500
AI Prompt Engineer	\$97,500	\$132,000	\$178,500
AI Researcher	\$101,000	\$123,500	\$146,000
Machine Learning Engineer	\$123,500	\$158,000	\$194,000
NLP Engineer	\$126,500	\$160,000	\$201,500
Robotics Engineer	\$94,500	\$112,500	\$131,000



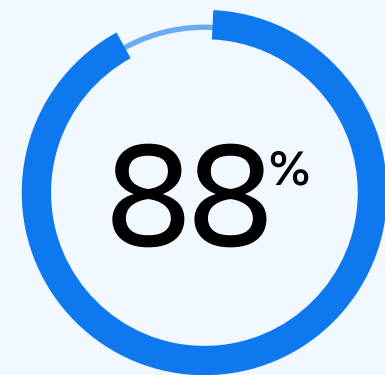
50% of leaders and hiring managers say their companies plan to invest in AI in 2024.

Source: 2024 Salary & Hiring Trends Survey



# Client Services

ROLE	LOW	MID	HIGH
Account Director	\$96,500	\$114,500	\$133,500
Account Executive	\$55,000	\$75,000	\$85,000
Account Manager	\$66,500	\$86,500	\$96,500
Digital Project Manager	\$73,500	\$92,500	\$112,000
Interactive Producer	\$79,000	\$90,000	\$106,000
Media Director	\$93,500	\$115,000	\$135,000
Media Planner	\$60,000	\$70,000	\$85,000
Project Manager	\$67,000	\$81,000	\$102,500
Traffic Manager	\$54,500	\$67,500	\$81,000



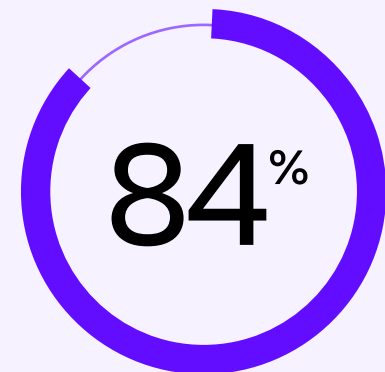
88% of customers say the experience a company provides is as important as its product or services.

Source: Salesforce Research

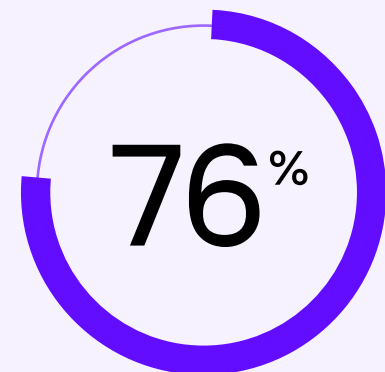




# Content & Writing



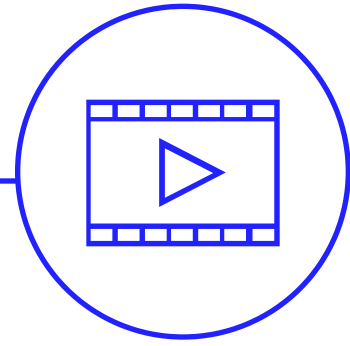
84% of B2B marketers say content marketing helped create brand awareness in the last 12 months.



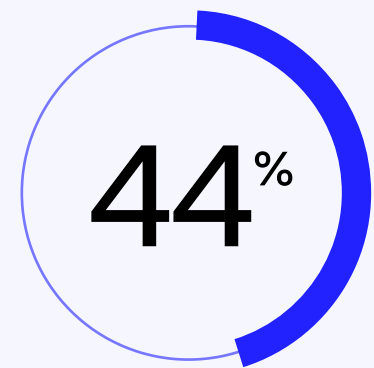
76% say it helped generate leads.

Source: The Interactive Advertising Bureau (IAB)

ROLE	LOW	MID	HIGH
Content Marketing Manager	\$69,000	\$80,000	\$97,000
Content Strategist	\$68,000	\$89,000	\$110,000
Copy Editor	\$50,000	\$63,000	\$75,500
Copywriter	\$64,000	\$79,500	\$95,500
Proofreader	\$48,000	\$57,000	\$68,500
Proposal Writer	\$65,500	\$79,000	\$94,000
SEO Writer	\$58,000	\$74,500	\$90,500
Technical Writer	\$64,500	\$76,000	\$94,000
Web Editor	\$60,000	\$74,000	\$87,000



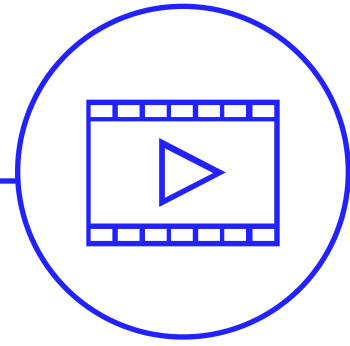
# Creative & Production



of advertisers plan to increase their investment in creator content in 2024, with an average increase of **25%**.

Source: The Interactive Advertising Bureau (IAB)

ROLE	LOW	MID	HIGH
2D/3D Animator	\$73,500	\$87,000	\$100,500
AR/VR Developer	\$103,000	\$128,000	\$156,500
Art Director	\$80,500	\$100,500	\$125,500
Creative Director	\$100,500	\$126,500	\$153,000
Creative Services Manager	\$75,500	\$94,500	\$113,000
Graphic Designer	\$60,000	\$71,500	\$82,000
Illustrator	\$60,000	\$70,500	\$80,000
Instructional Designer	\$76,000	\$95,000	\$124,000
Mobile App Designer	\$75,500	\$97,000	\$118,000
Motion Graphics Designer	\$73,500	\$90,000	\$106,000
Multimedia Designer	\$62,000	\$80,500	\$98,500
Packaging Designer	\$54,000	\$67,500	\$81,500
Photo Retoucher	\$50,000	\$64,000	\$79,500
Photographer	\$48,000	\$62,500	\$78,000
Presentation Designer	\$59,000	\$74,000	\$86,000
Product Designer	\$78,500	\$97,000	\$116,000
Production Artist	\$50,000	\$61,500	\$71,500
Production Manager	\$55,500	\$67,000	\$77,500
More on next page »	\$55,500	\$68,500	\$82,000



# Creative & Production

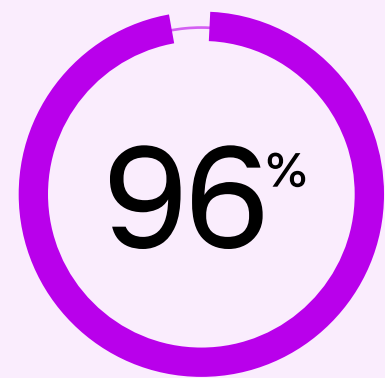
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ROLE	LOW	MID	HIGH
Studio Manager	\$65,000	\$74,500	\$89,500
Traffic Manager	\$54,500	\$67,500	\$81,000
VFX Artist	\$77,500	\$88,000	\$115,000
Video Editor / Post Production	\$58,500	\$73,000	\$89,000
Video Producer	\$66,500	\$84,500	\$102,500
Visual Designer	\$74,000	\$90,500	\$112,500
Web Designer	\$65,000	\$80,000	\$100,000



# Digital Accessibility

ROLE	LOW	MID	HIGH
Digital Accessibility Designer	\$85,000	\$114,500	\$141,000
Digital Accessibility Engineer	\$100,500	\$131,000	\$160,000
Digital Accessibility Program Manager	\$101,000	\$134,000	\$166,500
Digital Accessibility Strategist	\$115,500	\$144,500	\$200,000
Digital Accessibility Tester	\$60,500	\$80,500	\$100,500
Digital Accessibility Trainer	\$76,000	\$109,500	\$143,000
Web Accessibility Specialist	\$60,000	\$82,500	\$105,000



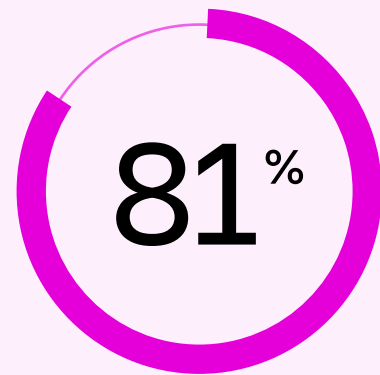
96% of websites are not fully accessible to people with disabilities.

Source: Onward Search Digital Accessibility Advocacy Guide



# Experience Design

ROLE	LOW	MID	HIGH
Information Architect	\$94,500	\$117,000	\$143,500
Interaction Designer	\$71,000	\$86,000	\$105,500
Interactive Designer	\$78,500	\$91,000	\$105,000
Product Designer	\$78,500	\$97,000	\$116,000
Product Manager	\$85,000	\$107,000	\$125,000
UI Designer	\$79,500	\$100,000	\$123,500
UX Architect	\$94,500	\$122,000	\$165,000
UX Content Strategist	\$85,500	\$102,000	\$117,000
UX Designer	\$88,500	\$109,000	\$130,000
UX Researcher	\$90,000	\$108,500	\$129,000
UX Writer	\$93,000	\$109,500	\$125,500



81% of organizations cite Customer Experience (CX) as a competitive differentiator.

Source: Dimension Data



# Gaming & Extended Reality

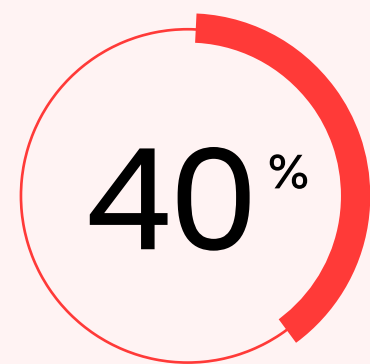
In 2024, the global video games market is expected to reach a revenue of over **\$280 billion**.

Source: Statista

ROLE	LOW	MID	HIGH
AR/VR Developer	\$103,000	\$128,000	\$156,500
Character Animator	\$80,000	\$100,000	\$133,000
Combat Designer	\$86,500	\$101,500	\$121,000
Environment Artist	\$81,500	\$100,500	\$134,500
Esports Producer	\$68,500	\$76,500	\$92,500
Game Designer	\$84,000	\$110,500	\$146,000
Gameplay Engineer	\$110,500	\$145,000	\$177,000
Graphics Engineer	\$100,000	\$119,000	\$138,500
Level Designer	\$75,000	\$92,500	\$113,000
Metaverse Strategist	\$143,500	\$178,500	\$205,000
Network Engineer	\$96,500	\$122,000	\$147,500
QA Tester	\$67,000	\$78,500	\$90,000
Systems Engineer	\$103,000	\$133,000	\$162,500
Technical Artist	\$99,500	\$125,500	\$150,500
Unity Developer	\$86,500	\$106,500	\$130,000
Unreal Engineer	\$94,000	\$116,500	\$140,500
VFX Artist	\$81,500	\$91,000	\$120,000



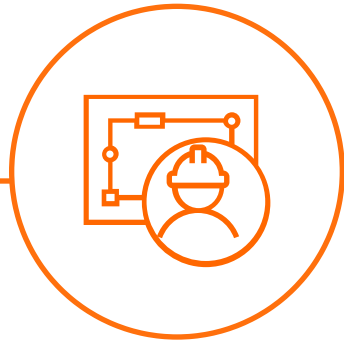
# Marketing



40% of marketers say their budgets are increasing in 2024.

Source: Performance Marketing World

ROLE	LOW	MID	HIGH
Brand Manager	\$80,000	\$97,500	\$115,000
Community Manager	\$53,500	\$67,000	\$80,000
Customer Experience Manager	\$62,000	\$78,500	\$91,500
Demand Generation Manager	\$82,000	\$99,500	\$120,000
Digital Acquisition Manager	\$85,000	\$105,000	\$125,000
Digital Analytics Manager	\$96,500	\$114,000	\$132,500
Digital Marketing Manager	\$83,000	\$101,500	\$120,000
Digital Strategist	\$85,000	\$102,000	\$122,500
Email Marketing Manager	\$75,000	\$95,500	\$114,500
Event Marketing Manager	\$58,500	\$72,000	\$85,500
Marketing Analyst	\$70,500	\$83,000	\$94,500
Marketing Manager	\$68,500	\$87,000	\$105,500
Marketing Researcher	\$75,500	\$88,000	\$100,000
PPC Manager	\$72,000	\$89,000	\$105,500
PR Manager	\$78,000	\$92,500	\$102,500
Product Manager	\$85,000	\$107,000	\$125,000
Project Manager	\$68,500	\$84,500	\$97,000
SEM/SEO Manager	\$79,500	\$100,500	\$117,500
Social Media Manager	\$53,500	\$72,500	\$85,000
Web Analytics Specialist	\$76,000	\$95,500	\$120,000



# Technology

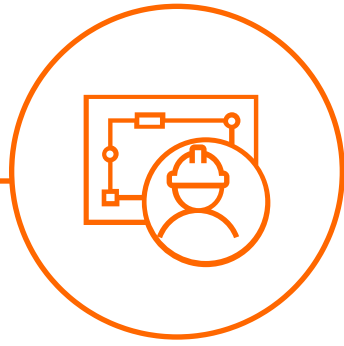
Technology professionals will be the most in-demand talent of 2024, as rated by hiring managers and executive leaders.

Source: 2024 Salary & Hiring Trends Survey

ROLE	LOW	MID	HIGH
Agile Coach	\$115,000	\$142,000	\$165,000
Applications Architect	\$135,000	\$166,500	\$196,000
Back-End Engineer	\$91,000	\$120,500	\$150,000
Business Analyst	\$89,500	\$113,500	\$131,000
Cloud Engineer	\$101,000	\$133,500	\$166,000
Cyber Security Analyst	\$115,000	\$130,000	\$150,500
Cyber Security Engineer	\$116,500	\$147,000	\$172,000
Data Analyst	\$97,000	\$117,500	\$138,000
Data Architect	\$127,500	\$160,000	\$186,000
Data Engineer	\$123,000	\$150,500	\$175,500
Data Scientist	\$120,000	\$145,000	\$170,000
Database Developer	\$106,000	\$127,500	\$149,000
DevOps Engineer	\$115,000	\$142,500	\$170,000
Engineer (UI / Front End)	\$95,000	\$110,000	\$125,500
Enterprise Architect	\$153,000	\$178,500	\$230,000
Full Stack Developer	\$100,000	\$132,000	\$165,500
Mobile App Developer	\$118,000	\$145,500	\$172,500
Network Cloud Architect	\$136,500	\$168,000	\$197,000
Network Engineer	\$101,000	\$125,500	\$150,000

More on next page »





# Technology

(Continued)

ROLE	LOW	MID	HIGH
Program Manager	\$142,000	\$173,500	\$204,500
Project Manager	\$100,500	\$132,000	\$163,000
Quality Assurance Manager	\$99,500	\$135,500	\$165,500
Quality Assurance Tester	\$97,500	\$120,000	\$155,000
Scrum Master	\$110,000	\$135,000	\$150,000
Software Developer	\$105,000	\$136,500	\$165,000
Solutions Architect	\$140,000	\$172,000	\$202,000
Systems Analyst	\$98,500	\$123,000	\$145,000

# Talent Trends 2024



## Hiring Trends

# Companies are hiring creatives, marketers & more in 2024

Based on the data obtained from our 2024 Salary & Hiring Trends survey, 85% of leaders and hiring managers indicate their companies are likely to hire talent this year. More than 1 in 3 are actively hiring, and over 40% admit their teams are currently understaffed.

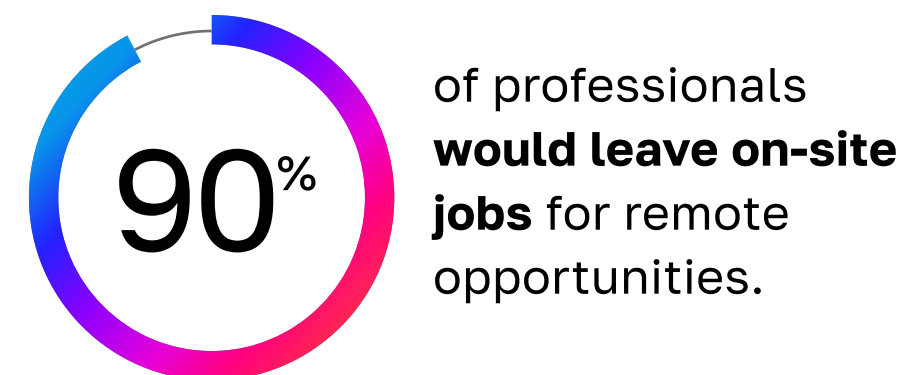
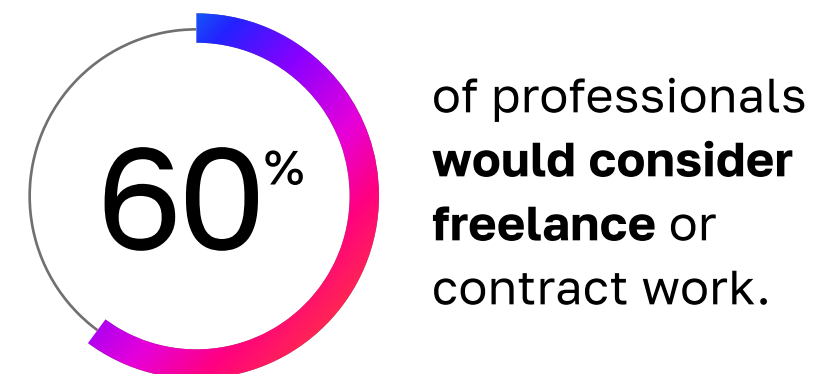
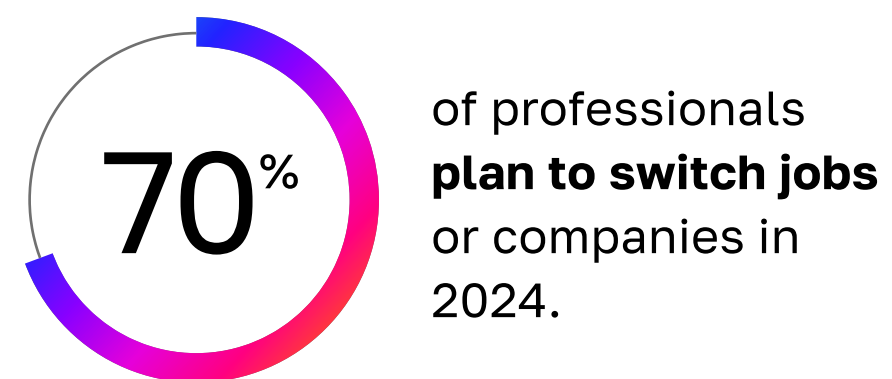
As rated by hiring managers, the most in-demand talent of 2024 will be:

- 1 Technology
- 2 Marketing
- 3 Creative or Production
- 4 Content or Writing
- 5 Experience Design
- 6 Artificial Intelligence
- 7 Digital Accessibility
- 8 Gaming & Extended Reality

## Job Seeking Trends

# The world has changed, talent priorities have not

While the market continues to shift in new and unexpected ways, job seeker preferences remain largely unchanged. As we enter 2024, the employers who listen will be the ones to persevere.



# About Onward Search



## About Onward Search

# Company overview

Onward Search specializes in staffing & talent solutions at the intersection of creative and technology. We help companies hire specialized talent, build scalable teams and engage strategic consultants. Partner with us to thrive in the future of work.

### Our staffing & talent solutions

- Contract Staffing
- Contract-to-Hire
- Direct Hire
- Team Staffing
- Strategic Consulting
- Fractional Executive & Interim Leadership

**3,000+**  
Clients Served

**20,000+**  
Jobs Filled

**1M+**  
Experts in Network

# To partner or learn more



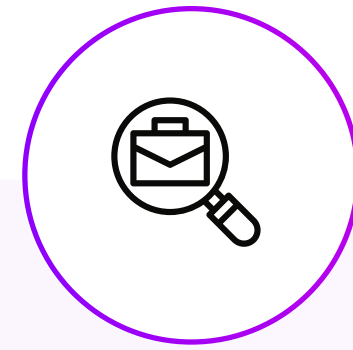
To learn more about our staffing & talent solutions, visit:

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



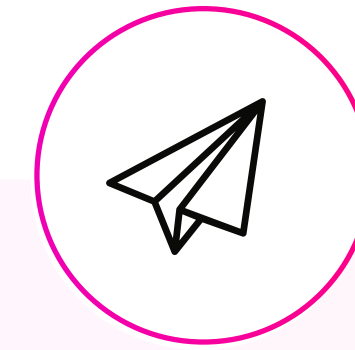
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