

# 2022 SALARY GUIDE

CREATIVE | MARKETING | TECHNOLOGY

ONWARD > SEARCH<sup>®</sup>

A smiling woman with glasses and braids is sitting at a desk in a modern office setting. She is wearing a patterned blouse and has her arms crossed. The background is softly blurred, showing office equipment and a person in the distance. The overall lighting is a mix of purple and blue, creating a professional and tech-oriented atmosphere.



# TABLE OF CONTENTS

## QUICK LINKS

- 03 Introduction
- 04 About the Data

## Salary Data

- 05 Client Services
  - 06 Content
  - 07 Design
  - 08 Marketing
  - 09 Studio
  - 10 Technology
  - 11 UX
  - 12 Video
- 
- 13 Contact Information
  - 14 Onward Brands

# NAVIGATING THE FUTURE OF WORK

"We're hiring." These well-known words echo across the internet. Organizations around the nation are seeking talent to fill the many creative, marketing, and technology roles that 2021 left open. In the wake of the pandemic, employers need to be more strategic than ever about how they hire. We created this salary guide to help the country's top companies adapt and make educated hiring decisions to drive success.

Skilled talent has always been hard to come by, but throughout 2022, it will be even harder. Companies across the country are striving to enhance their online offerings, invest in video content, experiment with VR and the metaverse, and retool their strategies for the *next normal*. Last year, an unprecedented 11 million jobs opened up, placing the professionals needed for these projects in extremely high demand and tilting the balance of power in the job seeker's favor. And that's not all that has shifted.

In our recent [Future of Work Study](#), 77% of respondents said they would target a fully remote position for their next job. This creates an even bigger challenge for employers looking for on-site talent. Companies must create enticing packages to lure potential candidates into the office, including modern workspaces and equipment, employee incentives, and of course competitive salary.

Another essential factor for companies looking to attract talent is diversity, equity, and inclusion. Our recent [Diversity Recruitment Report](#) confirmed that over 80% of professionals consider it important to work for a company with a diverse workforce and leadership team. Candidates want to know that their unique skills, experiences, and background will be valued by the organization, and that they will be encouraged to bring their whole selves into the workplace.

Today, understanding the space is even more critical to achieving your hiring goals. Specialized staffing agencies like Onward Search are uniquely positioned to help you navigate the future of work and attract the best available talent.

We're happy to share this guide to help you craft the best offer to acquire your next game-changing hire. We encourage you to leverage the insights and data to thrive in the increasingly competitive hiring landscape of 2022.

If you have questions about your hiring needs, job search, or how to use this salary guide, [please reach out to us](#). Our award-winning, diversity-driven specialists have a unique understanding of the industries we serve and can arm your brand with the talent you need to succeed.

# ABOUT THE DATA

The salary ranges presented in this guide are broken down into percentiles which reflect education, experience and skillset. 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.

Role	JUNIOR 25th	MID LEVEL 50th	HIGHLY SKILLED 75th	EXPERT 90th
Content Marketing Manager	\$61,500	\$74,200	\$90,100	\$103,800
Content Strategist	\$66,700	\$81,000	\$95,400	\$113,400

## ADJUSTING TO 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	Pittsburgh, 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 D.C.	133

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

# CLIENT SERVICES

Role	25th	50th	75th	90th
Account Director	\$87,800	\$106,000	\$126,500	\$148,300
Account Executive	\$51,200	\$63,100	\$80,800	\$88,300
Account Manager	\$57,000	\$66,800	\$80,900	\$93,500
Account Planner	\$53,900	\$63,300	\$75,000	\$88,700
Digital Project Manager	\$68,600	\$88,900	\$105,100	\$124,400
Interactive Producer	\$73,400	\$88,400	\$105,700	\$123,800
Media Buyer	\$53,700	\$64,800	\$77,700	\$90,700
Media Director	\$87,800	\$106,300	\$126,000	\$148,800
Media Planner	\$48,100	\$60,400	\$75,100	\$84,600
Project Manager	\$51,200	\$63,400	\$75,400	\$88,800

In 5 years, employers will need nearly 88 million people in project management-oriented roles.

Source: [PMI](#)

# CONTENT

Role	25th	50th	75th	90th
Content Marketing Manager	\$61,500	\$74,200	\$90,100	\$103,800
Content Strategist	\$66,700	\$81,000	\$95,400	\$113,400
Copy Editor	\$43,600	\$62,700	\$74,100	\$87,800
Copywriter	\$62,200	\$75,700	\$93,600	\$106,000
Digital / Web Copywriter	\$58,000	\$71,600	\$92,300	\$100,200
Proofreader	\$43,500	\$55,200	\$67,000	\$77,300
Proposal Writer	\$64,000	\$76,900	\$93,200	\$107,600
SEO Writer	\$53,500	\$64,800	\$76,500	\$90,700
Technical Writer	\$59,800	\$74,700	\$83,400	\$104,600
Web Editor	\$47,700	\$69,700	\$80,600	\$97,600

The top 3 roles marketing leaders will prioritize hiring in 2022 are content creators, content marketing managers, and content strategists.

Source: [Hubspot](#)

# DESIGN

**Design conscious businesses make an average of 32% more revenue and 56% more shareholder returns.**

Source: [Mckinsey](#)

Role	25th	50th	75th	90th
Apparel Designer	\$55,800	\$65,900	\$74,700	\$92,200
Art Director	\$72,500	\$90,500	\$126,700	\$134,800
Creative Director	\$97,200	\$121,800	\$150,300	\$170,500
Creative Services Manager	\$74,500	\$89,600	\$108,400	\$125,500
Graphic Designer	\$45,600	\$59,500	\$70,900	\$83,300
Illustrator	\$47,000	\$56,800	\$68,500	\$79,500
Infographic Designer	\$47,500	\$57,700	\$68,900	\$80,700
Instructional Designer	\$79,100	\$91,500	\$104,600	\$128,100
Interaction Designer	\$68,900	\$79,800	\$93,100	\$111,700
Key Art Designer	\$77,900	\$87,900	\$113,800	\$123,100
Mobile App Designer	\$65,600	\$90,900	\$106,500	\$127,200
Packaging Designer	\$48,100	\$58,300	\$73,500	\$81,700
Presentation Designer	\$54,800	\$66,300	\$78,200	\$92,900
Product Designer	\$75,700	\$93,600	\$105,500	\$120,200
Typographer	\$45,400	\$53,900	\$67,400	\$75,400
Visual Designer	\$70,300	\$87,900	\$105,300	\$123,100
Web Designer	\$61,300	\$74,200	\$81,500	\$103,800
Web Production Artist	\$47,400	\$58,500	\$67,100	\$82,000

# MARKETING

Role	25th	50th	75th	90th
Brand Manager	\$70,300	\$94,900	\$104,600	\$132,900
Community Manager	\$51,500	\$63,700	\$77,600	\$89,200
Customer Experience Manager	\$55,000	\$68,800	\$83,300	\$96,300
Demand Generation Manager	\$82,300	\$100,700	\$121,900	\$142,700
Digital Acquisition Specialist	\$85,000	\$103,900	\$124,200	\$145,500
Digital Analytics Manager	\$82,900	\$101,100	\$120,300	\$141,600
Digital Marketing Manager	\$71,600	\$87,000	\$104,000	\$121,800
Digital Strategist	\$74,400	\$100,400	\$126,100	\$140,600
Email Marketer	\$54,700	\$68,500	\$83,000	\$95,900
Event Marketing Specialist	\$53,600	\$67,900	\$81,100	\$95,100
Marketing Analyst	\$58,000	\$70,000	\$82,500	\$98,000
Marketing Manager (& Above)	\$71,800	\$87,000	\$102,200	\$121,800
Marketing Researcher	\$54,000	\$64,700	\$77,600	\$90,600
Merchandise Manager	\$69,600	\$79,200	\$91,900	\$110,900
PR Manager	\$64,200	\$79,700	\$91,800	\$111,600
Product Manager	\$84,400	\$101,000	\$130,400	\$141,400
SEM Specialist	\$46,100	\$56,700	\$68,000	\$79,400
SEO Specialist	\$56,400	\$69,400	\$83,800	\$97,100
Social Media Specialist (& Above)	\$43,500	\$54,500	\$63,400	\$76,300
Visual Merchandiser	\$46,300	\$56,000	\$65,600	\$78,300
Web Analytics Specialist	\$72,400	\$89,000	\$121,300	\$124,600

**During the pandemic, digital media consumption rose by 25%, and 80% of online shoppers polled say their trends will continue throughout 2022 and beyond.**

Source: [Wall Street Journal](#)



# STUDIO

Role	25th	50th	75th	90th
Desktop Publisher	\$36,900	\$45,600	\$50,400	\$63,900
Photo Retoucher	\$41,200	\$55,600	\$68,900	\$77,800
Photographer	\$40,600	\$54,200	\$66,100	\$75,900
Pre-Press Specialist	\$53,500	\$63,400	\$67,600	\$88,800
Production Artist	\$44,900	\$56,200	\$61,900	\$78,700
Production Manager / Director	\$61,200	\$73,500	\$90,700	\$103,000
Project Manager	\$58,800	\$73,600	\$87,500	\$103,000
Studio Manager	\$65,900	\$81,300	\$96,400	\$113,800
Traffic Manager	\$50,300	\$61,800	\$76,700	\$86,500
Video Producer	\$60,700	\$77,800	\$92,100	\$108,900

**People only remember about 10% of information they hear, but simply adding a strong image can turn 10% into 65%.**

Source: [MDG Advertising](#)

# TECHNOLOGY

Role	25th	50th	75th	90th
Accessibility Engineer	\$114,900	\$142,400	\$165,300	\$199,400
AI Architect	\$82,800	\$98,200	\$117,500	\$137,400
Applications Architect	\$85,800	\$106,100	\$131,500	\$148,600
Back-End Developer	\$113,200	\$137,000	\$161,400	\$191,800
Big Data Engineer	\$120,400	\$143,300	\$171,400	\$200,600
Business Analyst	\$115,100	\$138,400	\$162,600	\$193,800
Cloud Computing Analyst	\$77,300	\$93,500	\$118,300	\$131,000
Cyber Security Analyst	\$86,800	\$106,600	\$128,100	\$149,200
Cyber Security Engineer	\$110,400	\$131,200	\$158,000	\$183,700
Data Analyst	\$95,500	\$112,500	\$137,700	\$157,500
Data Architect	\$82,000	\$89,700	\$123,600	\$125,500
Data Scientist	\$85,900	\$106,300	\$127,800	\$148,900
Database Developer	\$104,600	\$126,700	\$149,100	\$177,400
Database Manager	\$82,900	\$100,900	\$121,300	\$141,300
Developer (UI / Front End)	\$108,900	\$138,000	\$170,300	\$193,200
DevOps Engineer	\$108,200	\$137,200	\$169,300	\$192,000
Full Stack Developer	\$85,700	\$108,700	\$134,100	\$152,200
Mobile App Developer	\$96,100	\$121,800	\$150,300	\$170,600
Network Cloud Architect	\$87,800	\$111,300	\$137,300	\$155,800
Network Engineer	\$127,600	\$161,700	\$199,600	\$226,400
Project Manager	\$99,300	\$125,800	\$155,300	\$176,100
Quality Assurance Manager	\$97,900	\$124,100	\$153,100	\$173,700
Quality Assurance Tester	\$103,700	\$131,400	\$162,200	\$184,000
Rapid Prototyper	\$125,000	\$150,300	\$167,500	\$230,200
Scrum Master	\$125,300	\$151,500	\$182,300	\$203,900
Software Developer	\$103,300	\$126,800	\$154,300	\$174,300
Systems Analyst	\$125,300	\$153,800	\$180,500	\$204,000

**New technology use is expected to be higher than ever in 2022, as 80% of leaders accelerated the adoption of digital advancements during the pandemic.**

Source: [LinkedIn](#)

# UX

Role	25th	50th	75th	90th
Information Architect	\$82,700	\$102,500	\$119,600	\$143,500
Interactive Designer	\$72,900	\$84,900	\$101,700	\$118,800
Product Designer	\$75,700	\$93,600	\$105,500	\$120,200
UI Designer	\$81,200	\$90,000	\$115,800	\$126,000
UI Developer	\$92,100	\$112,000	\$133,500	\$156,800
User Researcher	\$83,600	\$93,400	\$114,100	\$130,700
UX Content Strategist	\$75,400	\$84,500	\$100,800	\$115,600
UX / UI Manager (& Above)	\$102,900	\$133,700	\$158,200	\$187,200
UX Designer	\$84,400	\$104,200	\$125,100	\$145,900

**For every \$1 spent on UX, \$100 is made in return. That's an ROI of 9,900%.**

Source: [Forester](#)

# VIDEO

Role	25th	50th	75th	90th
3D Animator	\$73,100	\$88,500	\$103,800	\$123,900
AR Developer	\$94,400	\$115,200	\$140,900	\$161,200
Composer	\$57,800	\$66,100	\$79,700	\$92,500
Motion Graphics Designer	\$75,600	\$90,200	\$106,700	\$126,300
Multimedia Designer	\$59,000	\$76,000	\$87,000	\$106,400
Producer (VFX)	\$73,800	\$88,900	\$104,700	\$124,500
Technical Director	\$104,800	\$132,000	\$156,100	\$184,800
Video Editor / Post Production	\$56,700	\$67,500	\$80,600	\$94,500
VR Developer	\$102,700	\$133,200	\$158,000	\$185,500

**86% of businesses use video as a marketing tool. 83% say that video helped increase users' time spent per webpage.**

Source: [Wyzowl](#)

# INNOVATIVE STAFFING SOLUTIONS

- Nationwide Pool of Talent
- On-Site or Remote Professionals
- Contract or Direct Hire Options
- Project Consulting and SOW
- Specialized Recruitment Teams
- World-Class Customer Support

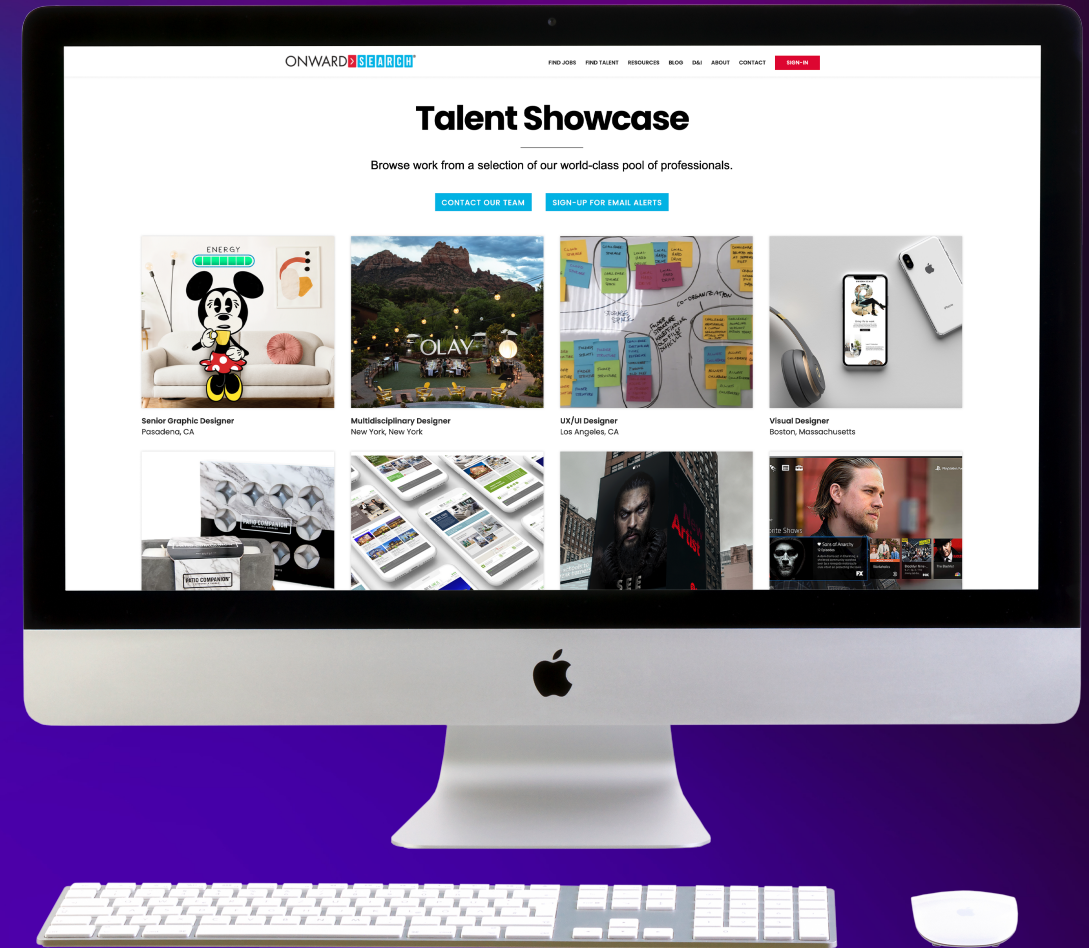
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