

2025 SALARY GUIDE

STRATEGISTS



WRITERS



DESIGNERS



CONTENTS

ACCOUNT & PROJECT MANAGEMENT	01
------------------------------	----

ART & CREATIVE DIRECTION	01
--------------------------	----

CONTENT & SOCIAL MEDIA	02
------------------------	----

COPYWRITING & EDITING	02
-----------------------	----

DEVELOPMENT & DATA	03
--------------------	----

DESIGN	03
--------	----

MARKETING	04
-----------	----

MEDIA, PR, & COMMUNICATION	05
----------------------------	----

PHOTOGRAPHY, MOTION, & VIDEO	05
------------------------------	----

PRODUCTION	06
------------	----

USER EXPERIENCE & PRODUCT	06
---------------------------	----

ACCOUNT & PROJECT MANAGEMENT

The strategic organizers and communicators who oversee timelines, resources, and client relationships

ROLE	TIER 1	TIER 2	TIER 3
Account Coordinator	\$41,567	\$51,959	\$62,350
Account Manager	\$78,126	\$97,658	\$117,190
Account Supervisor/Director	\$101,842	\$127,303	\$152,764
Program Manager	\$89,964	\$112,455	\$134,946
Project Manager	\$72,077	\$90,096	\$108,116
Project Manager (Senior)	\$93,490	\$116,836	\$140,235
Technical Project Manager	\$105,909	\$132,387	\$158,864
Traffic Manager	\$64,897	\$81,121	\$97,345

ART & CREATIVE DIRECTION

The vision-setters who guide the look, feel, and tone of all creative output. They drive ideation and execution to ensure cohesive, concept-driven work across channels

ROLE	TIER 1	TIER 2	TIER 3
Art Director (Mid)	\$85,909	\$107,387	\$128,864
Art Director (Senior)	\$97,889	\$122,361	\$146,833
Associate Creative Director (Art)	\$114,700	\$143,375	\$172,050
Associate Creative Director (Copy)	\$107,200	\$134,000	\$160,800
Creative Director (Art)	\$125,154	\$156,442	\$187,731
Creative Director (Copy)	\$137,148	\$171,435	\$205,723
Creative Services Coordinator	\$58,528	\$73,160	\$87,792
Creative Services Manager/Director	\$99,859	\$124,824	\$149,789

Bridge the gap between market data and real hiring outcomes.

Let's find your next great hire.

CONTENT & SOCIAL MEDIA

Experts in crafting content strategies and managing platforms to grow audiences, increase engagement, and drive brand relevance in real time

ROLE	TIER 1	TIER 2	TIER 3
Community Manager	\$62,454	\$78,067	\$93,681
Content Creator	\$75,263	\$94,078	\$112,894
Content Producer	\$69,736	\$87,171	\$104,605
Content Strategist	\$91,658	\$114,572	\$137,486
Content Writer	\$72,553	\$90,691	\$108,830
Digital Content Manager	\$67,325	\$84,154	\$100,987
Social Media Coordinator	\$55,142	\$68,928	\$182,714
Social Media Manager/Director	\$74,399	\$92,999	\$111,599
Social Media Strategist	\$82,820	\$103,525	\$124,230

COPYWRITING & EDITING

The brand storytellers responsible for writing and refining language across campaigns, websites, and collateral — ensuring clarity, tone, and consistency at every touchpoint

ROLE	TIER 1	TIER 2	TIER 3
Copy Editor	\$68,503	\$85,629	\$102,755
Copywriter (Junior)	\$56,637	\$70,796	\$84,956
Copywriter (Mid)	\$72,328	\$90,410	\$108,492
Copywriter (Senior)	\$91,247	\$114,059	\$136,870
Proofreader	\$59,294	\$74,117	\$88,941
Proposal Writer	\$101,540	\$126,925	\$152,310
Technical Writer	\$88,335	\$104,169	\$125,003

You’ve seen the benchmarks.

Let’s identify the talent who meet them.

DEVELOPMENT & DATA

Coders and analysts who build and operate digital tools and platforms, manage technical integrations, and transform data into actionable insights for business growth

ROLE	TIER 1	TIER 2	TIER 3
Business Analyst	\$76,772	\$95,965	\$115,158
CMS Developer	\$87,565	\$109,456	\$131,348
Data Analyst	\$79,534	\$99,417	\$119,301
Digital Analyst	\$91,180	\$113,975	\$136,770
Email Developer	\$80,105	\$100,975	\$120,157
Front End Developer (Junior)	\$70,786	\$88,483	\$106,179
Front End Developer (Mid)	\$84,047	\$105,059	\$126,070
Front End Developer (Senior)	\$90,665	\$113,331	\$135,997
Full Stack Developer	\$84,444	\$105,555	\$126,665
Quality Assurance Specialist	\$79,908	\$99,885	\$119,863

DESIGN

Visual problem-solvers who bring creative ideas to life through branding, digital design, print, packaging, and more — ensuring every asset is polished and on-brand

ROLE	TIER 1	TIER 2	TIER 3
Digital Designer	\$74,336	\$92,920	\$111,504
Digital Production Designer	\$62,602	\$78,252	\$93,903
E-Learning Designer	\$89,285	\$111,606	\$133,927
Environmental Designer	\$88,109	\$110,136	\$132,164
Graphic Designer (Junior)	\$54,253	\$67,817	\$81,380
Graphic Designer (Mid)	\$66,270	\$82,838	\$99,405
Graphic Designer (Senior)	\$83,256	\$104,070	\$124,884
Illustrator	\$83,294	\$104,117	\$1124,940
Industrial Designer	\$101,346	\$126,682	\$152,019
Presentation Designer/Specialist	\$87,311	\$109,139	\$130,967
Product Designer	\$82,459	\$103,074	\$123,689
Visual Merchandiser	\$74,248	\$92,810	\$111,371

MARKETING

Strategists and campaign specialists who shape go-to-market plans, activate initiatives, and drive performance through multichannel marketing efforts

ROLE	TIER 1	TIER 2	TIER 3
Brand Manger	\$80,429	\$100,537	\$120,644
Brand Strategist/Planner	\$117,477	\$146,846	\$176,215
Digital Strategist	\$92,075	\$115,093	\$138,112
eCommerce Specialist	\$75,216	\$94,021	\$112,825
Email Marketing Manager	\$72,534	\$90,667	\$108,801
Event Marketing Specialist	\$64,959	\$81,198	\$97,438
Marketing Analyst	\$78,595	\$98,244	\$117,892
Marketing Automation Manager	\$83,495	\$104,369	\$125,242
Marketing Communications Specialist	\$68,592	\$85,741	\$102,889
Marketing Coordinator	\$53,737	\$67,172	\$80,60
Marketing Director	\$128,685	\$160,856	\$193,028
Marketing Manager	\$82,840	\$103,550	\$124,260
Marketing Researcher	\$80,561	\$100,702	\$120,842
Marketing Strategist	\$96,558	\$120,697	\$144,837
Marketing Technologist*	\$99,408	\$124,260	\$149,112
Paid Search Manager/Director	\$77,250	\$96,562	\$115,874
SEM Specialist	\$76,308	\$95,385	\$114,462
SEO Specialist	\$78,843	\$98,554	\$118,265

Salary insights are just the start.

Get personalized support to hire the right fit.

*Data collected from third-party sources

Data is calculated using the pay that Creative Circle placements received between July 2023 and March 2025.

MEDIA, PR, & COMMUNICATIONS

The brand amplifiers who craft and deliver messaging across press, partnerships, and internal communications — elevating visibility and shaping reputation

ROLE	TIER 1	TIER 2	TIER 3
Communications Writer	\$80,479	\$100,599	\$120,719
Event Producer	\$75,409	\$94,261	\$113,113
Internal Comms Specialist	\$76,658	\$95,823	\$114,987
Media Buyer	\$75,938	\$94,923	\$113,907
Media Coordinator	\$60,384	\$75,480	\$90,576
Media Director/Supervisor	\$102,960	\$128,700	\$154,440
Media Planner	\$85,430	\$106,788	\$128,146
PR Manager	\$94,462	\$118,077	\$141,692

PHOTOGRAPHY, MOTION, & VIDEO

Visual creators who produce photography, video, and motion content that captures attention and tells compelling brand stories across platforms

ROLE	TIER 1	TIER 2	TIER 3
3D Artist	\$95,329	\$119,162	\$142,994
Animator	\$84,127	\$94,261	\$113,113
Motion Graphics Designer	\$80,179	\$100,224	\$120,269
Photo Stylist	\$77,224	\$96,529	\$115,835
Photographer	\$69,976	\$87,470	\$104,964
Retoucher/Photo Compositor/Imager	\$102,960	\$128,700	\$154,440
Video Editor/Post Production	\$86,353	\$107,941	\$129,530
Videographer	\$107,493	\$134,366	\$161,239

Make informed hires backed by real market knowledge.

Connect with our recruiting team today.

PRODUCTION

Detail-oriented doers who manage the logistics, vendors, and technical specs that bring creative visions to life — across digital, print, photo, and film

ROLE	TIER 1	TIER 2	TIER 3
Digital Asset Manager	\$72,164	\$90,205	\$108,246
Digital Producer	\$98,987	\$123,734	\$148,481
Digital Production Artist	\$59,617	\$74,521	\$89,426
Producer	\$85,362	\$106,703	\$128,043
Producer (Senior)	\$109,642	\$137,053	\$164,463
Production Artist/Designer	\$63,067	\$78,834	\$94,601
Production/Studio Coordinator	\$58,576	\$73,220	\$87,864
Production/Studio Director	\$109,280	\$136,600	\$163,920
Production/Studio Manager	\$84,304	\$105,380	\$126,455

USER EXPERIENCE & PRODUCT

Designers and strategists focused on creating intuitive, user-centered digital experiences. They combine research, testing, and design to optimize usability and functionality

ROLE	TIER 1	TIER 2	TIER 3
Digital Product Designer	\$97,446	\$121,808	\$146,169
Digital Product Designer (Senior)	\$107,894	\$134,868	\$161,842
Instructional Designer	\$93,380	\$116,725	\$140,070
Prompt Engineer*	\$92,714	\$115,893	\$139,072
UI/Visual Designer	\$87,694	\$109,617	\$131,541
UI/Visual Designer (Senior)	\$101,719	\$127,149	\$152,578
UX Copywriter	\$98,574	\$123,218	\$147,861
UX Designer	\$93,937	\$117,421	\$140,905
UX Designer (Senior)	\$113,034	\$141,293	\$169,551
UX Researcher	\$106,236	\$132,796	\$159,355

*Data collected from third-party sources