



20 MARKETING &
ADVERTISING

22 Salary Guide

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A LETTER FROM KATHY LEONARD

The future of work is already here.

I've witnessed many ups and downs in the marketing and advertising industry over the course of my career, first in advertising agencies and now in staffing. But nothing compares to the acceleration of change we've seen over the last two years.

Many of today's changes feel long overdue, like the growing number of companies offering remote work, prioritizing diversity and focusing on providing better experiences and compensation to their employees.

Still, the current job market is chaotic for both employers and candidates. With so much still in flux, we need real data to guide us as we make important decisions about our careers and teams.

I'm proud to share the latest edition of our Marketing & Advertising Salary Guide.

Though we've been compiling and analyzing salary data for years, we began sharing it publicly only in 2021, as a few graphics on social media and embedded in articles. Obviously, it's evolved a bit since then! We hope you find this report paints a clear picture of the market forces driving those salaries, with tangible action steps to position yourself or your company for success.

The compensation data in this Salary Guide comes directly from our own client orders, reflecting the actual salaries we've seen offered to and accepted by talent across the U.S.

In many ways, the future of work is already here. Though there's much still to be done, I'm encouraged by the game-changing companies and individuals working to make our industry a more rewarding and equitable one in which to build a career.

From all of us at Freeman+Leonard, thank you for reading, and for being part of our community of talented marketing and advertising professionals.

With gratitude,

Kathy Leonard

Kathy Leonard
President & CMO, Freeman+Leonard

PS — If you find this guide valuable, we'd so appreciate if you shared it with your colleagues. And, we welcome your feedback! What would you like to see next time? Please feel free to send your thoughts and suggestions to contact@freemanleonard.com. Thank you!





In 2022, the job market is more competitive than ever.

Hiring is at an all-time high, but available talent is at an all-time low.

This is true across industries, echoed by headline after headline about the Great Resignation — and we've witnessed it firsthand in the day-to-day realities of our clients and talent in marketing and advertising. Here's what we're seeing on the ground:

Candidates are incredibly passive.

Want more than a handful of applicants for your latest requisition? Forget the “spray and pray” approach — you'll need to go find them. Job boards are collecting dust, and candidates must be actively recruited.

Top candidates are being courted by many companies at once.

Think you've got a rock star in the bag? Better act quickly. Top talent are being contacted by employers and recruiters at record rates, and they're interviewing at multiple companies at once. It's a chaotic time to be a hiring manager, because in this market, candidates may accept an offer only to rescind it days later due to a counteroffer or competing offer. To compete, offer good opportunities and compensation, then move quickly when you find a winner.

Mid- and senior-level marketers are in highest demand.

In 2021, mid-level marketers were in highest demand. That trend has continued in 2022, and we're also now seeing strong demand for the most senior-level candidates to fill executive level leadership positions.

Salaries at all levels continue to be inflated.

The talent squeeze means employers are continuing to offer higher and higher salaries at all levels to attract candidates. Over time, this may not be sustainable or financially feasible. And though more money always sounds like a good thing, it can come with higher expectations for performance that less experienced candidates may struggle to meet.

Diversity is a key priority.

Employers continue to prioritize building a strong, diverse workforce by seeking out a variety of backgrounds and experiences in the people they hire. This is key for marketing teams, who must constantly evolve their work to resonate with an ever-growing and changing consumer base.

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Hiring trends in 2022

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Remote work is here to stay.

Candidates have spoken, and RTO is overrated. In fact, 75% of surveyed candidates want remote work at least part of the time — and 60% of marketing and creative professionals plan to look for a new job that offers remote work options if their company starts requiring employees to return to the office full-time.

Flexible work arrangements can be a competitive advantage for employers, particularly because they allow companies to recruit from a larger talent pool. Remote work also means candidates must compete with rock stars from bigger markets, even for local jobs. When you offer location flexibility, you open yourself up to the best and brightest anywhere.

More teams are combining full-time and contract expertise.

Looking for the recipe to success? You might just need to mix it up. Successful marketing teams are now frequently a mix of full-time and contract expertise as needed for projects. And 80% of senior managers in marketing and creative departments plan to increase their number of contract employees in 2022. Don't assume every new hire must be a permanent FTE, especially if you only have an immediate or short-term need. There's more great freelance talent out there than ever before!

College degree requirements are loosening — and certifications are in.

College isn't what it used to be — at least not in the eyes of many marketing and advertising hiring managers. Once a ubiquitous, nearly unspoken requirement, the four-year university degree has begun to disappear from many job descriptions. Education is still important, of course, but employers are looking for specialized skills that fill a precise need on their teams. In turn, candidates are stocking up on credentials from specialized certification programs to build niche expertise and demonstrate proficiency.

The retention struggle is real.

A whopping 85% of candidates today are confident they can quickly secure another job if they choose to leave their current employer. And today's marketing talent are being more selective than ever about where (literally and figuratively) they work. They can do that — because in this market, they have options. Smart companies are turning to incentives, rewarding what they want from workers (like in-office attendance), rather than mandating it, and courting their existing teams even as they try to win over new employees.

Marketing and creative leaders say their top strategic priorities for 2022 are:

- 1 Improving **customer experience** and internal **employee experience**
- 2 **Brand consistency** in messaging and image across channels
- 3 Leveraging **data analytics** more effectively to improve digital marketing strategies

90% of marketing and creative leaders say it's most challenging to find qualified and available candidates in:

- 1 Project management, traffic and operations
- 2 Consumer insights
- 3 Digital design and production
- 4 Digital marketing and data analytics



How to avoid losing great talent in the interview process

It's all too easy to lose out on great hires in this candidate-driven market.

Today's candidates, who are quite passive to begin with, are often being courted by multiple employers at a time. Here's the advice we're giving our clients:

Offer higher compensation.

Salaries are at an all-time high, so employers must be prepared to offer more — and the sooner they do, the less likely they are to lose candidates to counteroffers or competing offers. Even a few years ago, 70% of professionals expected a higher salary in order to change jobs. If you can't compete on dollars, be creative with compensation, including benefits. Play to your unique strengths as a company to make the opportunity itself more attractive.

Act quickly, or lose out.

While you're working to get a compensation package together, your star candidate is fielding offers left and right. Don't waste a single moment in this process. 72% of applicants lose interest if they don't hear back within 7 days of applying, or 5 days after an interview. This tends to increase with the seniority of the candidate. Top performers are always in demand, and that's even more true now. The company that moves fastest wins.

Make yourself available.

Streamline the interview process and have the actual hiring manager and decision-makers available to speak with candidates. When hiring managers can't find time to interview, it signals to candidates that they're not important to them or that the employees of your company are overworked, with no work/life balance. And be ready to interview and hire when you start the search. This market won't allow for testing of the waters to see who's available.

Get creative with benefits and perks.

A bonus can seal the deal, but think beyond money. Additional paid time off can help win over a candidate who's on the fence, as can a career growth plan. Offer perks unique to you and your company. We've seen everything from dog-friendly work spaces and summer Fridays to wardrobe and product stipends for retailers. A lump sum credit to use for any training they like, and sabbaticals after a set number of years are also appealing to candidates.

Build a team worth joining (and staying with).

Word of your culture and turnover rates will get around. Companies with reputations for being good places to work (and remote work is almost always a factor in that now) are more attractive to top talent.



Cities with the highest starting salaries

What you need to know for remote workers and relocation

Starting salaries vary widely for many reasons, including cost of living and scarcity of talent. It's important you understand the going rate for your city to compete for the best candidates, especially when recruiting in out-of-state markets. However, don't expect this to be a simple calculation on base pay, or expect higher-paid employees to take a pay reduction for another market.

Here are key markets and how their salaries compare with the national averages.

Nationwide

San Francisco, CA	+42%
New York, NY	+40.5%
Boston, MA	+34%
Los Angeles, CA	+33%
Washington, DC	+33%
Seattle, WA	+29%
Chicago, IL	+24%
Phoenix, AZ	+18%
Denver, CO	+11%
Nashville, TN	+2%

Texas

Austin	+11%
Dallas	+11%
Houston	+10.5%
Fort Worth	+10%
Midland/Odessa	+8%
San Antonio	+1%

Sources: Texas Workforce Commission, CareerBuilder, Money.CNN.com, Salary.com, Freeman+Leonard placement history

How to stand out in today's competitive job market

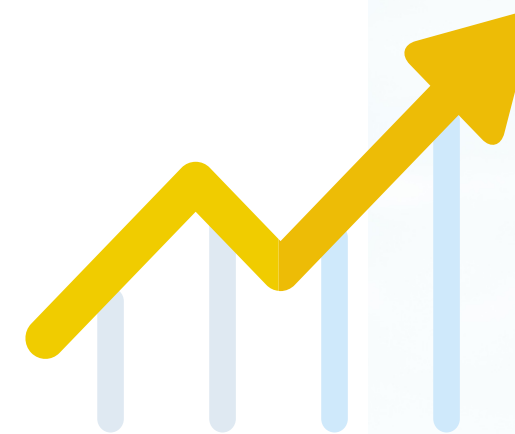
It's a candidate's market — but the bar is higher, and competition is fierce.

Despite all you've heard about a labor shortage, it might be harder than ever to land your dream job. Why? With higher salaries come higher expectations. Companies investing top dollar for talent expect top performers in return. And widespread remote work means you're competing on a national stage, against rock stars from bigger markets, even for local jobs. But you can still give yourself an edge in the job-seeking process — here's how:

- 1 Polish up your online presence with a professional website.**
 How you brand and market yourself is a representation of your skills. Create a simple website with Squarespace or Wix — and don't forget the custom domain name!
- 2 Emphasize digital work in your portfolio.**
 Every creative should have at least 3-5 digital samples in their portfolio, even if that hasn't been their focus.
- 3 Level up your LinkedIn profile.**
 Ensure your profile is fully complete, with a professional headshot and summary, and optimize it for search with keywords that align with the job you want next.
- 4 Tailor your resume for each job you apply for.**
 Although always good advice, a tailored resume is the price of entry now. Ensure it speaks exactly to the position you're applying for or risk being passed over.
- 5 Be specific and direct with recruiters.**
 From remote work to salary or title, be very upfront about what you require in your next role. The more specific you are, the more likely you are to get it.
- 6 Write a bio or elevator pitch.**
 Having a few key statements about your experience and strengths ready to go helps your recruiter pitch you — and makes interviewing easier. And show off your personality! Employers want a sense for who you are as a person.
- 7 Feature your specialized credentials and certifications.**
 Expertise is tough to prove. Lead with hard evidence of your specialized knowledge and skills.
- 8 Highlight any management, leadership or speaking experience.**
 Employers paying more for talent want someone who can be client-facing, present with ease and lead others.



Demand is rising for these key marketing roles in 2022



Digital

From digital strategists and digital transformation experts, to digital media managers and analysts, digital roles are now one in every four job requests we get from clients! Developing your digital expertise is a must for achieving faster career growth and long-term success.

Email marketing managers

Email marketers strategize, develop and manage email campaigns that inform consumers and business partners of new products/services or company announcements. They're responsible for managing and segmenting contact lists using marketing automation software, writing email copy and crafting effective designs with CSS and HTML. They also may handle customer feedback. After analyzing results, they develop testing plans to continuously improve email performance.

Data analysts and marketing analytics

Data analysts develop models and generate reports to optimize a company's or client's marketing matrix. Their analyses can also provide insight into consumer behaviors and identify opportunities to maximize optimal campaign outcomes. We've specifically seen a rise in demand for experts in Python and Tableau.

Media

All disciplines and all levels of media — from social media, digital, traditional, paid and direct response — have been growing rapidly. Media strategy, planning and execution are all in high demand on both the agency and corporate side, and in every industry.

Consumer insights experts

Customer insights analysts help businesses understand their clients in new ways, from needs to purchase patterns. Their work involves determining how to gather relevant data about current and potential customers. They collect this data and break it down in a meaningful way to create an actionable plan for products, communications and even customer experience.

SEO/SEM specialists

These experts formalize SEO and SEM strategies and tactics and help lead technology teams in implementation across all websites and brand extensions. They work closely with marketing and product teams as well as agency partners, and serve as functional experts for inbound linking strategies. They must have in-depth knowledge of online media and SEO, including keyword selection and utilization.



Most in-demand marketing roles in 2022

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Copywriters and content strategists

Content strategists plan, create and manage content that is relevant, engaging, easy to find, actionable and shareable across digital platforms. They deliver assets to satisfy the goals of a company or client and the needs of a customer or end user, provide guidance on channels for delivery, and measure the effectiveness through customer engagement.

Art directors and graphic designers

Designers and art directors deliver a variety of creative assets, from logos and print and publication graphics, to social media templates, advertisements and much more. Before embarking on this career path, it pays to decide whether you want to specialize in certain types of graphic design or motion or video design, or if you'd prefer to be a generalist. These skills are all in demand from junior to senior levels.

Front-end web developers

Front-end web developers utilize code to develop appealing and user-friendly web- and mobile-based applications. Using a combination of markup languages, they write web pages and provide web maintenance and enhancements. They must be proficient in programming languages, such as CSS, HTML and JavaScript.

User interface (UI) designers

UI designers decide how a product or website will be laid out and presented visually, and create wireframes. They work closely with UX and other designers to ensure that every touchpoint users encounter in their interaction with a product conforms to the overall vision created by UX designers. Prototyping, CSS handoff, Freehand, Craft, Sketch, InVision, Adobe XD and Figma are key functions and tools.

User experience (UX) designers

UX designers identify the architecture and wireframes that help users navigate a product or website. They zero in on users' underlying emotional and functional needs and apply that knowledge to create an enjoyable experience that also supports business objectives. UX designers are responsible for the full design process, from research, ideation and concept development to prototyping and evaluation. They're typically also responsible for user-acceptance testing of prototypes or finished products. This role requires the ability to collaborate with business, customer service, design and technology teams, as well as an expert understanding of design principles and wireframing tools, such as Adobe XD, Maze, Axure RP, Balsamiq, InVision and Sketch.



Agency salaries

Account Service

ROLE	SALARY RANGE
Social Strategy Coordinator	\$55,000 - \$75,000
Account Executive	\$55,000 - \$78,000
Sr. Account Executive	\$65,000 - \$82,000
Project Manager	\$60,000 - \$80,000
Sr. Project Manager	\$70,000 - \$125,000
Data Analytics	\$95,000 - \$175,000
Account Supervisor	\$85,000 - \$115,000
Account Director	\$100,000 - \$150,000
VP Client Services/GAD	\$185,000 - \$270,000

Media

ROLE	SALARY RANGE
Media Planner/Buyer	\$55,000 - \$95,000
Digital Media Specialist	\$75,000 - \$125,000
Paid Search/Digital Media Manager	\$85,000 - \$125,000
Integrated Media Director	\$95,000 - \$150,000

Creative & Strategy

ROLE	SALARY RANGE
Graphic Artist/Graphic Designer	\$45,000 - \$70,000
Sr. Designer	\$85,000 - \$125,000
Art Director	\$50,000 - \$125,000
Motion Designer/Modeler	\$60,000 - \$120,000
Mobile Designer	\$70,000 - \$125,000
UX/UI Designer	\$75,000 - \$175,000
Email Developer	\$75,000 - \$115,000
Copywriter	\$66,000 - \$85,000
Sr. Copywriter/Content Strategist	\$85,000 - \$135,000
eCommerce Marketing Manager	\$85,000 - \$120,000
Brand Planner/Strategist	\$80,000 - \$175,000
Strategist/Account Planner	\$90,000 - \$130,000
Director of Strategy	\$135,000 - \$180,000
VP Strategy	\$165,000 - \$225,000
Associate Creative Director	\$95,000 - \$135,000
Creative Director	\$125,000 - \$200,000
Creative Director, Video	\$130,000 - \$165,000
Group Creative Director	\$155,000 - \$250,000
Executive Creative Director	\$200,000 - \$300,000

Corporate salaries

Marketing

ROLE	SALARY RANGE
Social Strategy Coordinator	\$55,000 - \$75,000
Account and Trade Manager	\$55,000 - \$80,000
Marketing Communications Manager	\$65,000 - \$85,000
Project Manager	\$60,000 - \$80,000
Sr. Project Manager	\$70,000 - \$125,000
Brand Manager	\$75,000 - \$115,000
Marketing Manager	\$75,000 - \$125,000
eCommerce Marketing Manager	\$85,000 - \$120,000
Performance Marketing Manager	\$95,000 - \$115,000
Paid Search/Digital Media Manager	\$85,000 - \$125,000
Data/Analytics	\$95,000 - \$150,000
Marketing Director	\$90,000 - \$150,000
VP Marketing	\$180,000 - \$250,000

Creative

ROLE	SALARY RANGE
Graphic Artist/Graphic Designer	\$45,000 - \$70,000
Sr. Designer	\$85,000 - \$125,000
Motion Designer/Modeler	\$60,000 - \$120,000
Video Producer	\$65,000 - \$125,000
Copywriter	\$66,000 - \$85,000
Sr. Copywriter/Content Strategist	\$85,000 - \$135,000
UX/UI Designer	\$75,000 - \$150,000
Mobile Designer	\$70,000 - \$125,000
Email Developer	\$75,000 - \$115,000
Creative Director	\$125,000 - \$150,000
Creative Director, Video	\$130,000 - \$165,000
Executive Creative Director	\$200,000 - \$300,000

Marketing has evolved.

SO HAVE YOUR OPTIONS.

The world looks a little different now. Just as our industry has evolved, so have your options for getting the work done. And we're talking world-class, award-winning marketing campaigns and communications.

Employers and candidates alike are open as never before to flexible, project-based arrangements. And this isn't just a matter of convenience. The most successful marketing and advertising teams employ a mix of full-time and contract workers.

Freeman+Leonard is on the leading edge of expertise allocation for the marketing industry. Whether you need direct hire or contract talent, flexible, on-demand teams or executive-level consultants, we have the brightest minds and the most effective marketers.

And nobody works like Freeman+Leonard to make the perfect match every time, connecting clients with the best-qualified talent in the country.

How do we know? Our expert recruiters understand marketing to a degree that is, frankly, unusual for the staffing industry at large. In fact, many on our team are former marketers and agency executives themselves. They're uniquely qualified to match the best talent to fit your specific needs. They possess the agency backgrounds, relationships and industry insights to connect the dots and people quickly.

Get in touch with a member of our team for a free, no-strings consultation.

ROLES

- Executive Leadership
- Account Service
- Marketing Operations
- Data Analytics
- Shopper Marketing
- Brand Strategy
- Consumer Insights
- eCommerce
- Performance Marketing
- Email Marketing
- Digital Strategy & Execution
- Social Strategy
- Copywriting & Content Strategy
- Design & Art Direction
- Web & App Development
- Project Management
- SEO/SEM
- Motion, Video & 3D
- User Experience
- PR & Communications
- Event Marketing & Promotion
- Media Planning & Execution
- & more



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Let's build your marketing A-team.

We solve today's marketing challenges with creative talent solutions.

From direct hire and contract placements to flexible, on-demand teams, freelancers and consultants, Freeman+Leonard offers a full suite of staffing solutions to both companies and agencies — and the flexibility to scale your staff up or down with ease and efficiency.

Whether you need marketing execution, expertise or ingenuity, we have the person for the job. Our network of 3,500+ professionals across the U.S. span all marketing disciplines, including advertising, digital, promotion, shopper marketing, public relations, corporate communications and much more.

Freeman+Leonard has the people you need, as you need them, and not when you don't.

Get in touch today.

Reach out to a member of our team for a free, no-strings consultation.

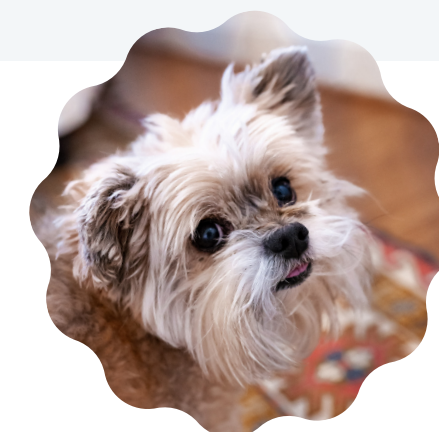
Call **800-278-7782**, send an email to **contact@freemanleonard.com**, or click below.

CONTACT US →

QUICK FACTS

- ✓ Independent, woman-owned company.
- ✓ Est. in 1994 by Valerie Freeman and Kathy Leonard, originally as Art Squad.
- ✓ Headquartered in Dallas, Texas, and serving clients and talent across the U.S.
- ✓ Fully remote since 2020 and never looking back.
- ✓ Our line in the sand: You must love dogs to join our team. We will accept cat people as clients, however.

Here's Ted, one of 10
Freeman+Leonard
canine mascots (and a
very good boy)



Ready to make your move?

WORK WITH CAREER ADVISORS WHO GET YOU.

At Freeman+Leonard, we know one thing: Without great talent, we don't have a business. So you can be sure that we don't treat our talented marketing and advertising professionals like a number. Or just another resume to be forwarded.

We treat you honestly and fairly. We take the time to learn about you, your goals and your skills. And because we have deep expertise in marketing and advertising — many of us are former marketers ourselves — we understand what you do and where you want to go better than you may expect.

Whether you're looking for a contract or full-time position, or to maintain a flexible schedule as a free agent, we can help you find work that is challenging, satisfying and, yes, compensating. We're talent matchmaking experts with the experience, relationships, industry insights and focus to find the right fit for you. And, by the way, we'll return your calls.

So let us be your career advisors. Even if you're not actively looking for a new role, it's important to build relationships with recruiters. We know the market well, and can be realistic with you about what's possible for the next step in your career.

And if you are ready for the next step, we offer a full menu of challenging jobs and interesting projects with virtually every type of company and agency you can imagine.

Whatever your interests, Freeman+Leonard is here to match your skills, talents and ambitions with the employers who are the right match for you.

No matter how competitive the market, our talent experts can help you put your best foot forward.

Now that you've found us, the next step is to contact us. Never hesitate to reach out to the Freeman+Leonard team on LinkedIn to start a conversation or to follow up on a job application.

SUBMIT YOUR RESUME →

CONNECT ON LINKEDIN →



ASHLEY ALLEN

Noteworthy resources

FOR MARKETERS + THOSE WHO HIRE THEM.

Trends and advice to help you stay on top of our ever-changing industry and job market.

Your success is our success. So at freemanleonard.com/noteworthy we regularly share a first look at trends we see in the marketplace, along with the advice and tips we frequently give to both clients and candidates. Take a look at these recent articles:

FOR CANDIDATES

How to know when it's time for a job change

How to fast-track your marketing and advertising career growth

How to nail your next Zoom interview

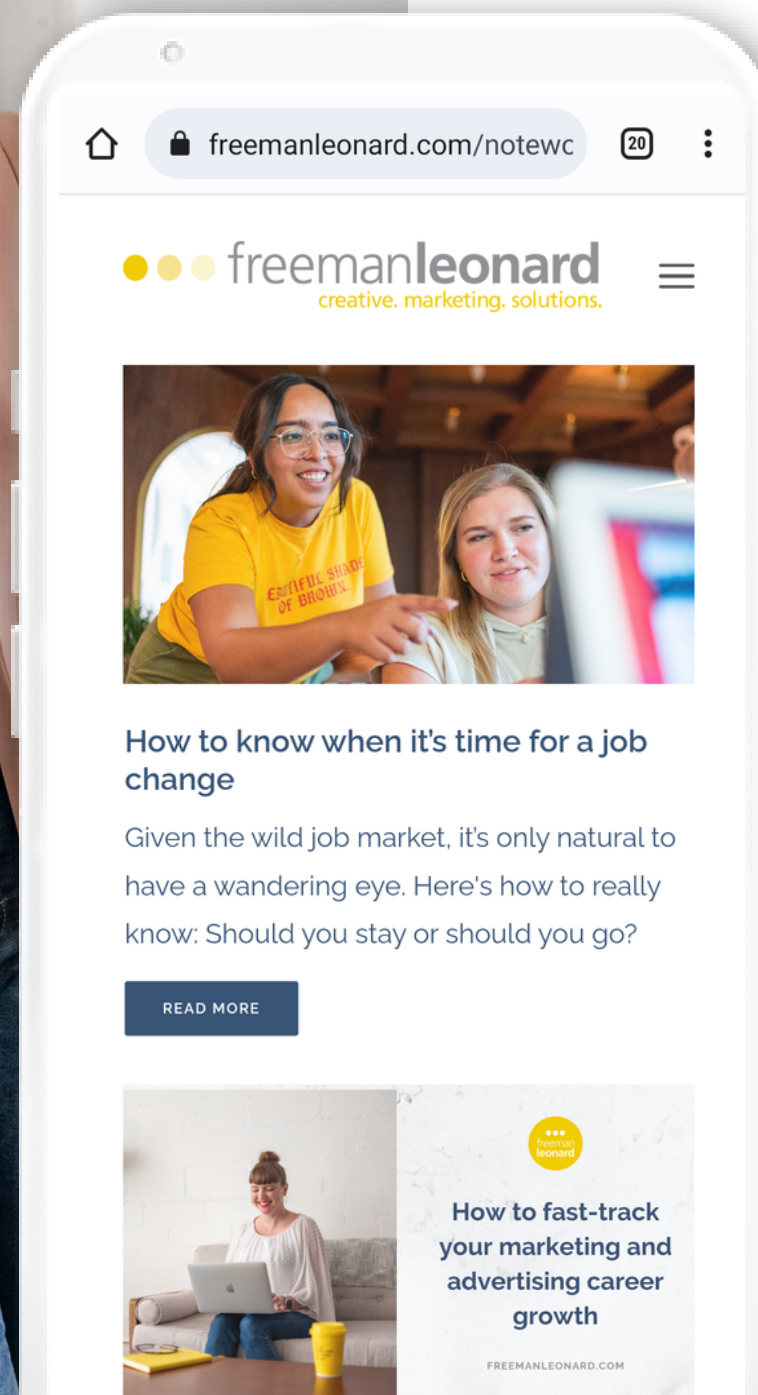
FOR EMPLOYERS

How to retain top talent — even in a candidate's market

How to successfully onboard new remote employees

How to hire for culture growth, not just culture fit

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today's marketing challenges.

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