2025 SALARY GUIDE

STRATEGISTS

WRITERS

DESIGNERS

CREATIVE CIRCLE®

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

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.

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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 meets them.

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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

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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

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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.

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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

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