

# SALARY GUIDE 2025

DIGITAL MEDIA & MARKETING

**S:urceLabSearch**  
sourcelabsearch.com

# We are SourceLab, a premier provider of talent acquisition solutions.

We have wide ranging expertise in recruitment in the digital marketing, media, creative, fashion, beauty, public relations, retail, life sciences, crypto, and AI landscapes and pride ourselves on getting to know the nuances of our clients in order to deliver extraordinary results in an effective and efficient manner. Powered by a team of specialized recruiters focused on finding and closing top talent for our clients, we combine creative talent solutions with a go-getter drive to succeed in every search. Let us show you our diverse network of exceptional candidates who can hit the ground running and add value to your creative team.



Specialized Talent Recruitment



Large & Diverse Candidate Pool



Time-Efficient Search Process



# Disciplines

## MARKETING

- Social Content Strategy
- Community Management
- Email marketing
- Business Development
- Marketing & Communications
- Cross Channel – Acquisition, retention and engagement
- E-commerce, shopper marketing

## MEDIA

- SEO
- Paid search
- Paid Social
- Programmatic Media Buying
- Media Activation & investment
- Media Planning
- Sales Planning
- Ad operation

## DATA STRATEGY & ANALYTICS

- Media Analytics
- Advanced Analytics (MMM/ MTA)
- Consumer Insights
- Data Science
- Business Intelligence
- Research
- CRM

## FASHION, BEAUTY & RETAIL

- Digital/Visual Merchandiser
- Fashion Designer
- Brand Ambassador
- Fashion Buyer
- Fashion PR Manager
- Beauty Brand Manager
- Fashion Marketer
- Retail Associate
- Store Key Holder

## CRYPTO

- Marketing Manager
- Product Marketing Manager
- Social Media Expert
- Blockchain Marketer
- Head of Content
- VP of Global Marketing
- Digital Marketing Analyst
- Influencer Marketing Pro
- Growth Marketing Specialist

## PRODUCT MANAGEMENT

- Product development
- Product Marketing
- Programmatic Media Buying
- Marketing Automation
- Project management
- Account services

## PUBLIC RELATIONS

- Account Services
- Consumer
- Healthcare
- Hospitality
- B2B & B2C Tech
- Influencer marketing
- Media Relations
- FinTech
- Corporate Communications
- Event marketing
- and more!

## AI

- Creative Prompt Engineer
- AI Creative Designer
- Generative AI Designer
- AI Marketing Strategist
- Data Analytics Specialist for AI
- AI Media Planner
- Machine Learning Content Creator
- AI-driven PR Manager
- AI Campaign Optimization Specialist
- AI-Powered Brand Strategist
- Learning & Development

## LIFE SCIENCES

- Director of Laboratory Services
- Director of Toxicology
- Medical Laboratory Manager
- Clinical Research Associate
- Regulatory Affairs Specialists
- Biomedical Engineer
- Research Specialist
- Biochemist
- Product Development
- Scientific/Medical Personnel
- Medical Device / Pharmaceutical Sales

## CREATIVE COPY & DESIGN

- Creative Design
- Art Direction
- Copy Writing

# REGIONAL VARIANCE

To calculate market-specific salaries, simply multiply the national salary by the local multiplier provided. Keep in mind additional factors, such as state and local laws, minimum wages, cost of living, and role-specific benefits or perks, when reviewing compensation data.

CITY	STATE	MULTIPLIER
Albuquerque	NM	0.91
Atlanta	GA	1.03
Austin	TX	1.05
Baltimore	MD	1.1
Boston	MA	1.3
Charleston	SC	0.85
Charlotte	NC	0.95
Chicago	IL	1.07
Cincinnati	OH	0.92
Columbia	SC	0.81
Dallas	TX	1
Deerfield Beach	FL	1.12
Denver	CO	1.16
Detroit	MI	1
East Hampton	NY	1.18
Edison	NJ	1.09
Englewood Cliffs	NJ	1.08
Farmingdale	NY	1.15
Houston	TX	0.98
Indianapolis	IN	0.94
Jackson	MS	0.91
Kansas City	MO	0.96
Las Vegas	NV	0.98
Los Angeles	CA	1.32
Memphis	TN	0.89
Miami	FL	1.12
Minneapolis	MN	1.09
Milwaukee	WI	0.97
Naples	FL	1.13

CITY	STATE	MULTIPLIER
Nashua	FL	0.84
Nashville	TN	0.95
New Orleans	LA	0.90
New York	NY	1.31
Oklahoma City	OK	0.89
Omaha	NE	0.69
Orange County	CA	1.17
Orlando	FL	0.92
Paramus	NJ	1.06
Philadelphia	PA	1.10
Phoenix	AZ	1.00
Pittsburgh	PA	0.97
Portland	OR	1.11
Providence	RI	0.73
Raleigh	NC	1.01
Richmond	VA	0.99
Salt Lake City	UT	1.02
San Antonio	TX	0.91
San Diego	CA	1.17
San Francisco	CA	1.34
Seattle	WA	1.21
Springfield	OH	0.83
Stamford	CT	1.07
St. Louis	MI	0.98
Syracuse	NY	0.74
Tampa	FL	0.96
Washington, D.C.		1.32



JOB TITLE	LOW	MEDIAN	HIGH
<b>DIGITAL MEDIA ROLES</b>			
Account Director	\$84,936	\$122,554	\$169,951
Account Executive	\$51,357	\$78,911	\$115,677
Account Manager	\$50,764	\$77,860	\$108,050
Account Planner	\$51,862	\$69,372	\$91,373
Digital Project Manager	\$70,833	\$98,184	\$132,037
Interactive Producer	\$50,691	\$76,549	\$115,900
Media Buyer	\$50,459	\$69,990	\$91,959
Media Director	\$78,681	\$120,910	\$164,435
Media Planner	\$49,325	\$73,540	\$89,246
Project Manager	\$80,333	\$105,417	\$125,667
<b>CONTENT/COPYWRITING ROLES</b>			
Content Marketing Manager	\$62,200	\$88,250	\$118,213
Content Strategist	\$57,421	\$83,141	\$113,187
Copy Editor	\$49,681	\$70,133	\$93,884
Copywriter	\$50,260	\$73,378	\$96,956
Proofreader	\$37,621	\$53,979	\$74,663
Proposal Writer	\$54,463	\$78,296	\$100,301
SEO Writer	\$46,976	\$66,473	\$86,656
Technical Writer	\$54,522	\$80,223	\$109,062
Web Editor	\$44,824	\$60,093	\$81,618

JOB TITLE	LOW	MEDIAN	HIGH
<b>DESIGN/ART DIRECTION ROLES</b>			
Apparel Designer	\$50,331	\$73,474	\$92,902
Art Director	\$77,967	\$105,758	\$137,499
Creative Director	\$89,268	\$128,825	\$178,551
Creative Services Manager	\$56,703	\$84,611	\$116,739
Graphic Designer	\$38,300	\$54,944	\$75,993
Illustrator	\$40,010	\$60,458	\$83,040
Infographic Designer	\$53,099	\$76,527	\$101,005
Instructional Designer	\$61,661	\$80,242	\$99,890
Interaction Designer	\$73,843	\$105,926	\$133,598
Key Art Designer	\$41,247	\$66,079	\$87,905
Mobile App Designer	\$75,388	\$97,971	\$124,352
Packaging Designer	\$51,552	\$68,213	\$86,377
Presentation Designer	\$51,889	\$70,707	\$90,365
Product Designer	\$82,613	\$118,022	\$162,213
Typographer	\$47,152	\$61,183	\$83,088
Visual Designer	\$55,241	\$80,753	\$112,215
Web Designer	\$47,036	\$72,969	\$100,454
Web Production Artist	\$41,500	\$54,490	\$69,647

JOB TITLE	LOW	MEDIAN	HIGH
<b>DEVELOPMENT/TECH</b>			
Big Data Engineer	\$96,880	\$126,422	\$157,032
Business Analyst	\$66,553	\$95,422	\$122,760
Cloud Computing Analyst	\$64,306	\$92,771	\$129,031
Data Scientist	\$85,758	\$119,864	\$157,853
Database Developer	\$83,587	\$111,334	\$141,479
Database Manager	\$57,494	\$88,262	\$129,608
Developer (UI/Front End)	\$72,868	\$105,537	\$150,050
Full Stack Developer	\$73,961	\$107,130	\$145,905
Mobile App Developer	\$64,336	\$94,084	\$133,310
Quality Assurance Manager	\$78,465	\$107,556	\$142,702
Quality Assurance Tester	\$52,247	\$79,720	\$111,036
Software Developer	\$78,460	\$111,332	\$147,401

JOB TITLE	LOW	MEDIAN	HIGH
<b>DIGITAL MARKETING</b>			
Brand Manager	\$65,379	\$105,111	\$145,980
Community Manager	\$49,737	\$69,667	\$92,477
Digital Acquisition Specialist	\$49,915	\$76,546	\$97,472
Digital Analytics Manager	\$97,670	\$128,850	\$159,666
Digital Marketing Manager	\$61,250	\$86,951	\$119,696
Digital Strategist	\$57,672	\$77,818	\$107,013
Email Marketer	\$40,800	\$61,504	\$88,830
Event Marketing Specialist	\$41,200	\$58,931	\$78,406
Marketing Analyst	\$53,421	\$76,783	\$101,952
Marketing Manager	\$68,286	\$97,975	\$131,811
Marketing Researcher	\$57,689	\$87,563	\$112,437
Merchandise Manager	\$58,500	\$76,800	\$99,400
PR Manager	\$70,467	\$87,219	\$128,517
Product Manager	\$117,251	\$149,261	\$187,093
SEM Specialist	\$57,976	\$76,149	\$93,248
SEO Specialist	\$55,815	\$74,411	\$96,438
Social Media Specialist	\$39,087	\$54,529	\$73,581
Visual Merchandiser	\$33,758	\$46,643	\$63,104



JOB TITLE	LOW	MEDIAN	HIGH
<b>STUDIO PRODUCTION</b>			
Desktop Publisher	\$52,623	\$72,251	\$93,444
Photo Re-toucher	\$51,875	\$70,385	\$91,467
Photographer	\$32,104	\$48,789	\$71,800
Pre-Press Specialist	\$43,516	\$56,203	\$69,349
Production Artist	\$39,836	\$54,365	\$66,947
Production Manager/Director	\$55,982	\$88,676	\$120,991
Project Manager	\$61,207	\$91,308	\$124,895
Studio Manager	\$58,027	\$81,160	\$108,873
Traffic Manager	\$54,635	\$86,634	\$116,012
Video Producer	\$50,305	\$73,588	\$97,305
<b>UX/UI</b>			
Information Architect	\$91,629	\$129,812	\$168,573
Interactive Designer	\$78,033	\$107,066	\$130,192
UI Designer	\$70,114	\$97,849	\$124,067
UI Developer	\$72,868	\$105,537	\$150,050
User Researcher	\$74,460	\$122,260	\$152,841
UX/UI Manager	\$114,000	\$149,828	\$188,466
UX Designer	\$77,246	\$107,246	\$142,375



**S:urceLabSearch**

[info@sourcelabsearch.com](mailto:info@sourcelabsearch.com) | [www.sourcelabsearch.com](http://www.sourcelabsearch.com)