

## Aquent Salary Guide 2022

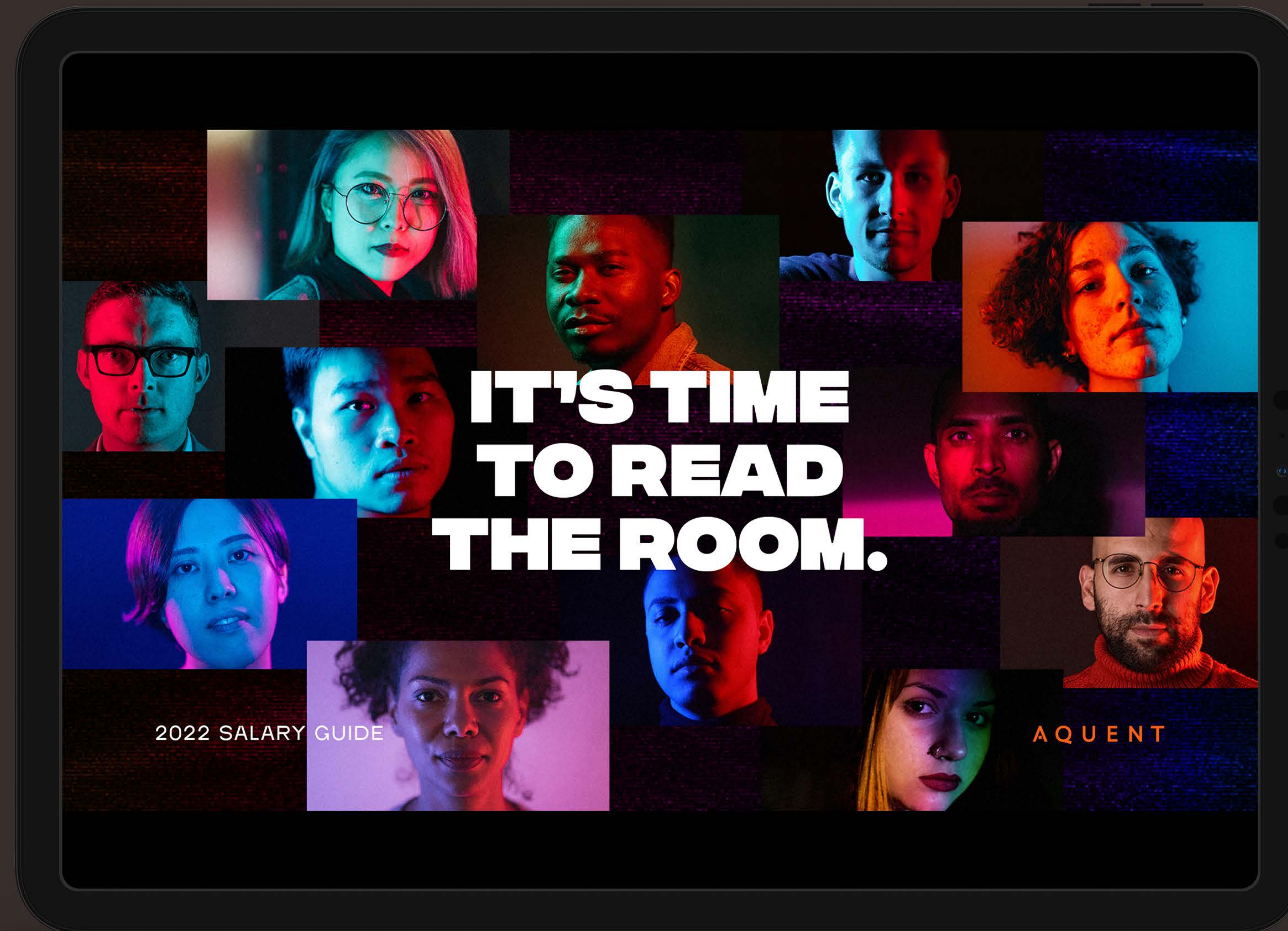
Using actual salary data, from more than 19k salaries, Aquent produces an annual Salary Guide that contains salaries for more than 100 roles related to marketing, creative, and design. This guide is promoted to clients and talent as a way to generate leads for the business.

Reflecting the changing tide in the workplace, the Salary Guide theme, “It's Time To Read The Room,” underscored the sentiment from talent related to how they felt about work, compensation, and returning back to the office in the midst of a pandemic.

This report generated more than 9,300 sales leads and represented some of our top performing content on social media ranking as some of the top posts for 2022, garnering more than 55k impressions and an engagement rate of more than 4%.

A Q U E N T







## INTRODUCTION

# TALENT HAVE SPOKEN. LISTEN UP.

It's clear—the pandemic has forever changed the way we get work done.

Headquarters in New York, but your UX Lead is in Charlotte? No problem. Midnight in Milwaukee? Someone's working flex hours and loving it. This is the future. Companies that offer a variety of work models—fully on-site, fully remote, and hybrid—can build great teams, regardless of geography.

Thrive in the new hiring reality by focusing more on the “who” and less on the “where” and “when.” The result is a cost-effective workforce that's more motivated, productive, loyal, and gets the work done.

Read on and learn how you can catch the ear of your ideal candidate.

## CONTENTS

# SALARIES BY: GEOGRAPHY / P. 05 YEAR OVER YEAR / P. 28 GENDER / P. 32 ETHNICITY / P. 36

## HOW TO USE THE SALARY TABLES


Salaries reported for a given role vary according to differences in a candidate's skills and level of experience, geography, demand for the role, and the size and complexity of the hiring company. To understand how this works, reference the example on the right.





# SALARIES BY GEOGRAPHY

SALARIES BY  
GEOGRAPHY



IT'S ABOUT THE  
WHO, NOT THE  
WHERE.

Simply put, talent are on the move—and employers need to keep up. A whopping 29% of Americans either moved since the pandemic or plan to move within 12 months. And for those under age 45, that jumps to nearly 50%.<sup>1</sup> In Canada, thousands have flocked from Toronto and Montreal to the east and west coasts. According to our 2021 Talent Insights report, 43% of talent now want to work remotely *all of the time*, and only 2% want to come into the office full time.

Location can make a big difference when it comes to pay. A “work-from-anywhere” approach can mean spending a lot less to fill the same role—while choosing from a broader,

more diverse pool of talent. Case in point: a Senior UX Researcher who fetches \$172,000 in San Francisco would earn \$135,000 in San Diego and \$125,000 in Phoenix.

<sup>1</sup> “Summer of Move: More Americans Now Migrating Than Any Time in Years,” Molinski, M. Investor’s Business Daily, July 30, 2021

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“98% OF TALENT WANT  
TO WORK REMOTELY  
AT LEAST SOME OF  
THE TIME.”

2021 TALENT INSIGHTS, VITAMIN T

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U.S. CITY  
GROUP 1

Cities represented include:  
San Francisco, Silicon Valley,  
and New York.

This group had the highest average monthly net salaries nationwide.

ROLE	LOW	MID	HIGH	Sample Size*
Agency Account Management and Strategy				
General Manager	\$200,000	\$225,000	\$250,000	--
Group Account Director	\$152,000	\$200,000	\$225,000	13
Account Director	\$95,000	\$112,500	\$154,000	12
Senior Account Manager	\$80,000	\$91,000	\$100,000	9
Account Manager	\$74,000	\$86,000	\$111,250	14
Account Coordinator / Executive	\$58,000	\$60,000	\$68,250	8
Head of Strategy	\$135,000	\$150,000	\$175,000	--
Strategist	\$75,000	\$95,000	\$118,500	7
Creative and Design				
Creative Director	\$127,500	\$160,000	\$200,000	103
Associate Creative Director	\$126,000	\$135,000	\$150,000	39
Design Director	\$110,825	\$131,000	\$150,000	42
Creative Operations Manager	\$90,750	\$97,500	\$131,250	8
Design Operations Manager	\$80,000	\$90,000	\$120,000	7
Digital Designer > 5 years experience	\$80,750	\$90,000	\$98,750	38
Digital Designer ≤ 5 years experience	\$70,000	\$80,000	\$85,000	22
UI Designer > 5 years experience	\$110,000	\$127,500	\$178,750	8
UI Designer ≤ 5 years experience	\$57,500	\$98,000	\$100,000	8
Art Director > 5 years experience	\$90,000	\$100,000	\$140,000	85
Art Director ≤ 5 years experience	\$84,500	\$102,500	\$131,000	28

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SALARIES  
BY  
YOY

(U.S. ONLY)

SALARIES BY  
YEAR OVER YEAR

CUSTOMERS WANT  
AN EXPERIENCE  
THAT CLICKS.

The pandemic accelerated the push to e-commerce, with online sales up 32% in the U.S. last year.<sup>2</sup> At the same time, brand loyalty took a dive due to supply disruptions and price sensitivity.<sup>3</sup> That means the online customer experience is more important than ever. And it's just the start. By 2025, 80% of B2B sales will happen online.<sup>4</sup> So the right UX, CX, and digital marketing talent are key when it comes to making sure your online experience exceeds customer expectations—every single time.

There's no doubt the pandemic called for a pivot—in the way companies attract, engage, and sell to customers. The ones who

answered that call got ahead. Overall, salaries trended up with an average increase of 7.5% across the board. Not surprisingly, growth roles such as Social Media Manager and Digital Marketing Specialist grew at 17% and 12%, respectively.

<sup>2</sup> "A decade in review: Ecommerce sales vs. total retail sales 2011-2020," Young, J. Digital Commerce 360. Feb. 19, 2021.

<sup>3</sup> "Brand loyalty declines as economy suffers amid pandemic," Cooper, M. Campaign US. Jan. 19, 2021.

<sup>4</sup> "Sales Transformation: The Future of Sales," Gartner, 2021.

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“BY 2025, 80% OF B2B  
SALES WILL HAPPEN  
ONLINE.”

SALES TRANSFORMATION: THE  
FUTURE OF SALES, GARTNER

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UNITED STATES

ROLE	2021				2020				% Difference
	LOW	MID	HIGH	Sample Size	LOW	MID	HIGH	Sample Size	2021 vs. 2020 <sup>1</sup>
<b>UX, UI, and Product Design</b>									
UX Lead	\$114,750	\$132,000	\$150,000	439	\$105,000	\$130,000	\$150,000	704	+1.52%
UX Designer	\$80,000	\$95,000	\$120,000	631	\$75,000	\$90,307	\$115,000	1284	+4.94%
UX Researcher	\$93,000	\$101,250	\$135,000	189	\$80,000	\$100,000	\$122,000	353	+1.23%
UI Designer	\$63,750	\$80,000	\$105,113	84	\$68,125	\$81,000	\$100,000	238	-1.25%
Product Designer	\$90,000	\$112,000	\$135,000	321	\$85,000	\$110,000	\$132,500	525	+1.79%
<b>Digital Marketing, Search, and Analytics</b>									
Digital Marketing Manager	\$70,000	\$85,000	\$102,375	162	\$60,250	\$78,900	\$100,000	302	+7.18%
Digital Marketing Specialist	\$58,450	\$68,250	\$77,300	83	\$50,000	\$60,000	\$70,000	229	+12.09%
SEO Manager	\$61,000	\$76,000	\$87,000	35	\$55,000	\$70,000	\$84,000	65	+7.89%
Social Media Manager	\$55,000	\$72,500	\$86,000	77	\$50,000	\$60,000	\$75,000	190	+17.24%
Data Analyst	\$62,625	\$75,000	\$87,749	60	\$58,000	\$70,018	\$85,000	169	+6.64%
<b>Creative, Design, and Copy</b>									
Art Director	\$74,875	\$88,000	\$100,000	536	\$70,000	\$83,000	\$100,000	987	+5.68%
Digital Designer	\$60,000	\$75,000	\$85,000	275	\$56,775	\$70,000	\$85,000	594	+6.67%
Graphic Designer	\$50,000	\$62,000	\$76,800	1302	\$47,500	\$60,000	\$75,000	2867	+3.23%
Presentation Designer	\$75,000	\$90,000	\$97,000	55	\$60,000	\$80,000	\$94,000	85	+11.11%
Copywriter	\$61,975	\$78,500	\$92,000	270	\$58,000	\$72,000	\$90,000	496	+8.28%

<sup>1</sup> Salaries are based on U.S. data entered in our salary tool from 7/1/19 to 6/30/20 for 2020 and 7/1/20 to 6/30/21 for 2021.

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SALARIES BY GENDER

THE WORKPLACE ISN'T WORKING FOR WOMEN.

There's no denying it—the pay gap for women is real. According to the World Economic Forum, the pandemic set gender parity efforts back by a generation or more.<sup>5</sup> In fact, women earn less than men in all roles except Digital Marketing. Overall, men were paid 16% more than women in the same job. Men in UX roles earned on average 14% more than their female colleagues, with female UI Designers underpaid by 20%. In creative roles, women earned 8% less on average for the same work as men, with Presentation Designers and Copywriters doing worse.

1.8 million women dropped out of the workforce during the pandemic.<sup>6</sup> So there's an even greater need for employers to rebuild gender parity. But how? Use the salary tables below

to ensure you're paying employees equally, regardless of gender. In addition, consider other things that help make your workplace more inclusive. For example, in our 2021 Talent Insights, women said flexibility ranks first—including work-from-home options, flexible working hours, compressed workweek, and job sharing. In that same report, 98% of talent stated that they wanted to work remotely in some capacity. As you evaluate pay equity, make sure that talent who choose flexibility aren't penalized and paid lower salaries.

<sup>5</sup> "Global Gender Gap Report 2021," World Economic Forum, March 30, 2021.  
<sup>6</sup> "The pandemic drove women out of the workforce. Will they come back?" Cassella, M. Politico, July 22, 2021.

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“THE PANDEMIC HAS SET GENDER PARITY EFFORTS BACK BY A GENERATION OR MORE.”

GLOBAL GENDER GAP REPORT 2021

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UNITED STATES

ROLE	Male				Female				% Difference Male vs. Female <sup>H</sup>
	LOW	MID	HIGH	Sample Size	LOW	MID	HIGH	Sample Size	
<b>UX, UI, and Product Design</b>									
UX Lead	\$117,737	\$135,000	\$150,000	244	\$104,875	\$129,500	\$152,500	160	+4.07%
UX Designer	\$80,000	\$100,000	\$127,000	280	\$77,750	\$90,000	\$114,200	315	+10.00%
UX Researcher	\$84,000	\$120,000	\$136,000	53	\$82,750	\$101,250	\$133,000	131	+15.63%
UI Designer	\$68,750	\$100,000	\$112,000	36	\$60,000	\$80,000	\$100,000	37	+20.00%
Product Designer	\$100,000	\$120,000	\$140,000	145	\$80,751	\$105,000	\$125,000	156	+12.50%
<b>Digital Marketing, Search, and Analytics</b>									
Digital Marketing Manager	\$70,000	\$83,600	\$100,000	61	\$70,000	\$90,000	\$104,500	94	-7.66%
Digital Marketing Specialist	\$52,500	\$63,000	\$70,500	23	\$60,000	\$70,000	\$80,000	54	-11.11%
SEO Manager	\$66,495	\$76,000	\$85,000	15	\$56,250	\$76,500	\$87,000	18	-0.66%
Social Media Manager	\$60,500	\$74,000	\$97,500	19	\$55,000	\$72,500	\$86,000	57	+2.03%
Data Analyst	\$61,500	\$75,000	\$102,000	27	\$63,000	\$71,000	\$83,500	32	+5.33%
<b>Creative, Design, and Copy</b>									
Art Director	\$75,000	\$89,000	\$100,000	243	\$72,125	\$87,000	\$108,500	254	+2.25%
Digital Designer	\$63,875	\$75,500	\$85,750	106	\$60,000	\$72,000	\$85,000	153	+4.64%
Graphic Designer	\$50,000	\$65,000	\$80,000	473	\$48,000	\$60,000	\$75,000	756	+7.69%
Presentation Designer	\$81,688	\$93,000	\$95,250	20	\$68,500	\$80,000	\$92,500	27	+13.98%
Copywriter	\$67,500	\$84,000	\$95,000	89	\$60,000	\$75,000	\$92,000	160	+10.71%

<sup>H</sup> Example: +25% indicates the median salary for males is 25% higher than the female median.


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# SALARIES BY ETHNICITY

SALARIES BY  
ETHNICITY



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DIVERSITY? WE'RE  
NOT THERE YET.

The fact is, the progress just isn't there. BIPOC\* talent earned \$5,000 less than the \$90,000 average salary for their white counterparts. The pay gap is clear in UX and Digital roles, especially UX Research (-14%), UX Designer (-5%), and Social Media Managers (-17%). And these are all high-growth areas—which means the gap will have a broad, long-lasting impact.

What's even more clear—there's real work to be done on diversity. According to the Association of National Advertisers' Diversity Report of 16,000 marketers worldwide, 69% of the marketing industry are white, with senior levels much less diverse

than junior levels. For example, 86% of all CMOs are white.<sup>7</sup>

Let's be honest. Companies are struggling to move the needle on diversity. But by having real conversations about goals and looking to solutions like Diversity+, hiring managers can actually begin to change the numbers.

\* Black, Indigenous, and people of color.  
<sup>7</sup> "A Diversity Report for the Advertising/Marketing Industry (2021)," ANA, November 16, 2021.

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“ A STAGGERING 88% OF  
THE 3,883 [MARKETERS]  
IDENTIFY AS WHITE. ”

MARKETING WEEK – CAREER AND  
SALARY SURVEY, JANUARY 2020

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UNITED STATES

ROLE	White				BIPOC				% Difference
	LOW	MID	HIGH	Sample Size	LOW	MID	HIGH	Sample Size	White vs. BIPOC *
UX, UI, and Product Design									
UX Lead	\$118,000	\$137,500	\$150,000	146	\$113,500	\$134,000	\$158,500	70	+2.55%
UX Designer	\$82,000	\$100,000	\$125,000	169	\$77,000	\$95,000	\$120,000	123	+5.00%
UX Researcher	\$94,250	\$120,000	\$136,000	52	\$70,000	\$105,000	\$135,200	33	+12.50%
UI Designer	\$80,000	\$83,000	\$105,000	21	\$67,500	\$90,000	\$120,000	19	-8.43%
Product Designer	\$100,000	\$115,000	\$135,000	98	\$90,000	\$119,000	\$135,000	81	-3.48%
Digital Marketing, Search, and Analytics									
Digital Marketing Manager	\$70,000	\$85,000	\$102,875	58	\$74,250	\$101,000	\$107,750	24	-18.82%
Digital Marketing Specialist	\$62,000	\$70,000	\$83,000	25	\$59,900	\$75,600	\$80,000	9	-8.00%
SEO Manager	\$54,000	\$65,995	\$84,375	12	\$78,750	\$87,000	\$87,000	6	-31.83%
Social Media Manager	\$71,000	\$78,000	\$97,500	19	\$52,525	\$66,500	\$85,750	18	+14.74%
Data Analyst	\$70,500	\$79,000	\$105,500	22	\$72,750	\$83,500	\$103,500	10	-5.70%
Creative, Design, and Copy									
Art Director	\$72,750	\$87,000	\$100,000	195	\$75,000	\$91,000	\$108,500	83	-4.60%
Digital Designer	\$60,000	\$75,000	\$90,000	103	\$60,000	\$72,500	\$84,500	42	+3.33%
Graphic Designer	\$50,000	\$65,000	\$79,000	441	\$50,688	\$63,000	\$80,000	206	+3.08%
Presentation Designer	\$67,500	\$80,000	\$98,000	15	\$75,000	\$84,125	\$90,000	14	-5.16%
Copywriter	\$64,500	\$80,000	\$92,625	91	\$62,500	\$80,616	\$92,250	26	-0.77%

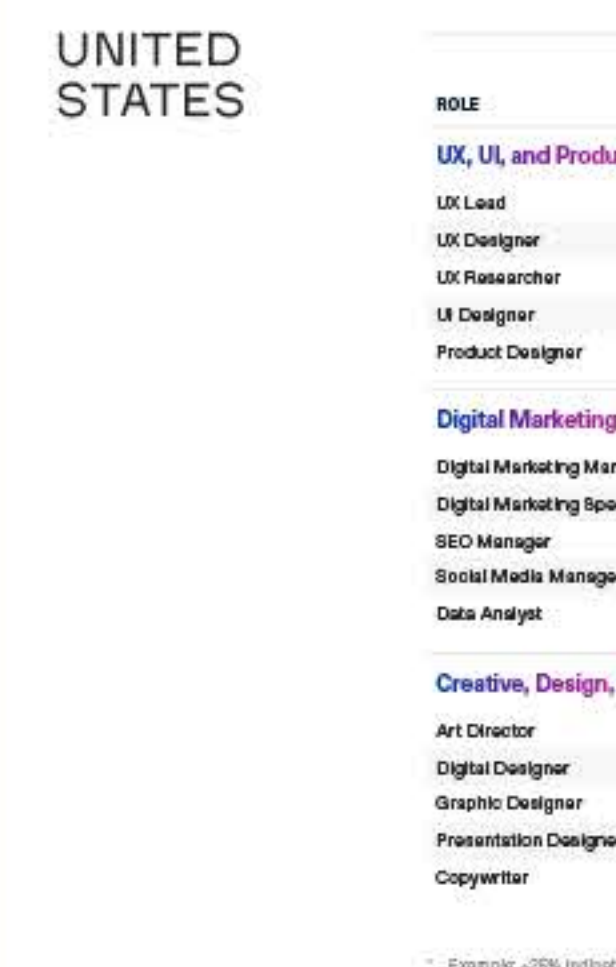
\* Example: +25% indicates the median salary for whites is 25% higher than the BIPOC median.

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# UNITED STATES



Role	\$0
UI/UX and Product Designer	\$100,000
UI Lead	\$90,000
UI Designer	\$80,000
UX Researcher	\$70,000
UX Designer	\$60,000
Product Designer	\$50,000
Digital Marketing, Research, and Analytics	\$40,000
Digital Marketing Manager	\$30,000
Digital Marketing Specialist	\$20,000
SEO Manager	\$10,000
E-commerce Manager	\$0
Data Analyst	\$0
Creative, Design, and Copy	\$0
Art Director	\$0
Visual Designer	\$0
Graphic Designer	\$0
Presentation Designer	\$0
Copywriter	\$0

Source: Payscale. \*20% increase from previous year

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IT'S TIME  
TO READ  
THE ROOM.

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AQUENT

EQUAL. FLEXIBLE. EMPOWERING. INCLUSIVE. I  
FLEXIBLE. EMPOWERING. INCLUSIVE. I  
EMPOWERING. INCLUSIVE. I  
INCLUSIVE. I  
EQUAL. FLEX  
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EMPOWERING  
INCLUSIVE. I  
EQUAL. FLEX  
FLEXIBLE. EMPOWERING. INCLUSIVE. I  
EMPOWERING. INCLUSIVE. I

AQUENT

Aquent is a global workforce solutions company that helps organizations find, grow, and support their most valuable resource—people. More than 30 years ago, we invented the creative and marketing staffing specialty and continue to be the largest in the world. By challenging conventional wisdom, we continuously innovate across talent, services, and technology within the creative space and beyond.

Learn more at [aquent.com](https://www.aquent.com).

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