

Aquent Salary Guide 2022, Report & Campaign

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. The strategic purpose for the content is 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.

The 2022 Salary Guide was launched through an integrated campaign featuring emails, social media, promotion through the Aquent digital ecosystem of brand/company websites, and more.

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



**IT'S TIME
TO READ
THE ROOM.**

2022 SALARY GUIDE

AQUENT

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.

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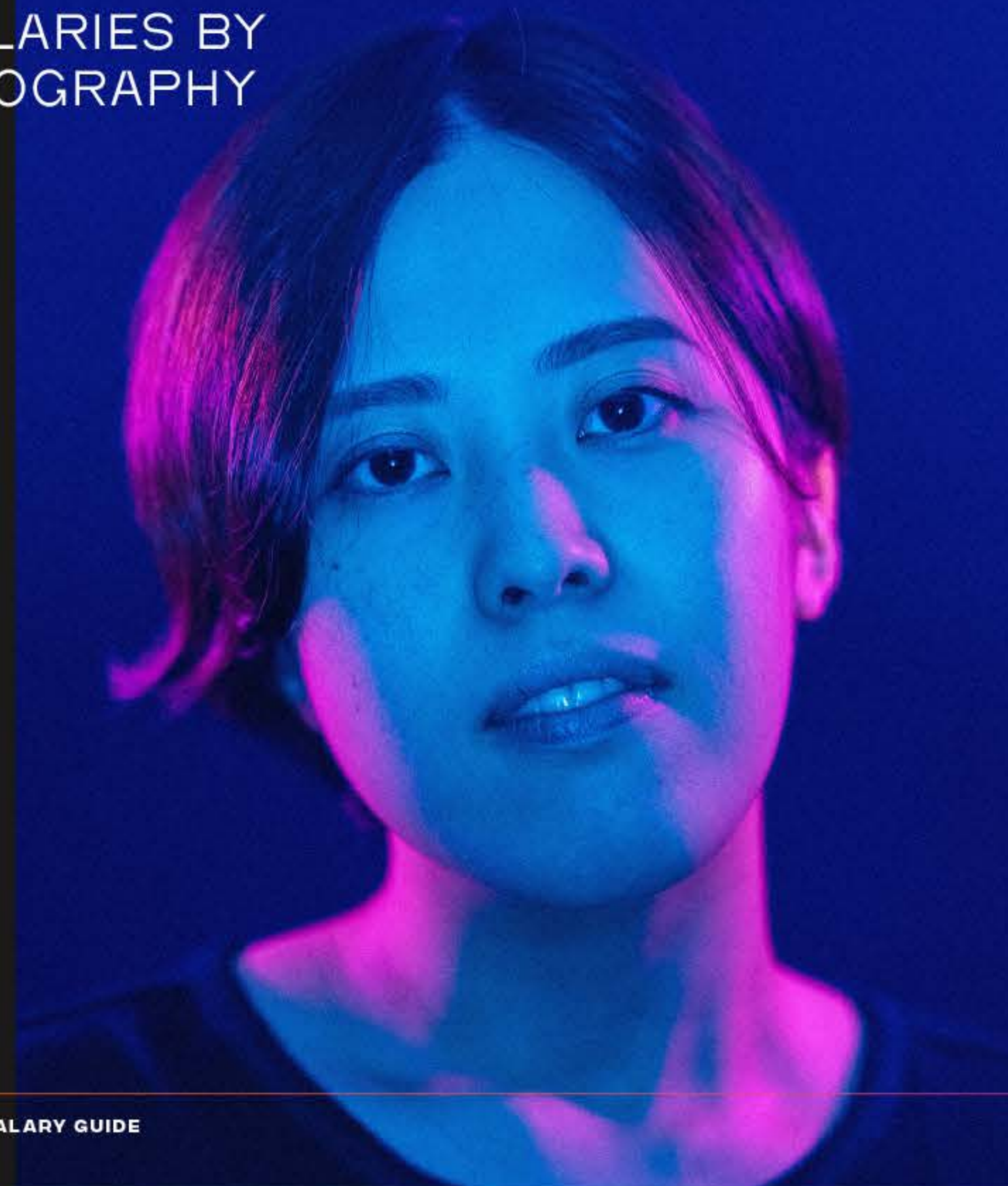
HOW TO USE THE SALARY TABLES

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%.¹ 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.

¹ “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


* Salary data supplemented by additional market research.

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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.² At the same time, brand loyalty took a dive due to supply disruptions and price sensitivity.³ 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.⁴ 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.

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

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

⁴ "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

2022 SALARY GUIDE P. 30

UNITED STATES


ROLE	2021				2020				% Difference 2021 vs. 2020 ¹
	LOW	MID	HIGH	Sample Size	LOW	MID	HIGH	Sample Size	
UX, UI, and Product Design									
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%
Digital Marketing, Search, and Analytics									
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%
Creative, Design, and Copy									
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%

¹ 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

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.⁵ 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.⁶ 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.

⁵ "Global Gender Gap Report 2021," World Economic Forum, March 30, 2021.
⁶ "The pandemic drove women out of the workforce. Will they come back?" Cassella, M. Pollicio, 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 ^{††}
	LOW	MID	HIGH	Sample Size	LOW	MID	HIGH	Sample Size	
UX, UI, and Product Design									
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%
Digital Marketing, Search, and Analytics									
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	\$87,500	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%
Creative, Design, and Copy									
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%

^{††} 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

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.

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.

What's even more clear—there's real work to be done on diversity. According to the Association of National Advertisers' Diversity Report of 18,000 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.⁷

* Black, Indigenous, and people of color
⁷ "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 White vs. BIPOC*
	LOW	MID	HIGH	Sample Size	LOW	MID	HIGH	Sample Size	
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	\$106,500	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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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
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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
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Digital Designer > 5 years experience	\$80,750	\$90,000	\$98,750	38
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Art Director > 5 years experience	\$90,000	\$100,000	\$140,000	85
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* Salary data supplemented by additional market research.

UNITED STATES

ROLE	2021				2020				% Difference 2021 vs. 2020 †
	LOW	MID	HIGH	Sample Size	LOW	MID	HIGH	Sample Size	
UX, UI, and Product Design									
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	\$83,000	\$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%
Digital Marketing, Search, and Analytics									
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%
Creative, Design, and Copy									
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%

† 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.



IT'S TIME TO READ THE ROOM.

2022 SALARY GUIDE

AQUENT

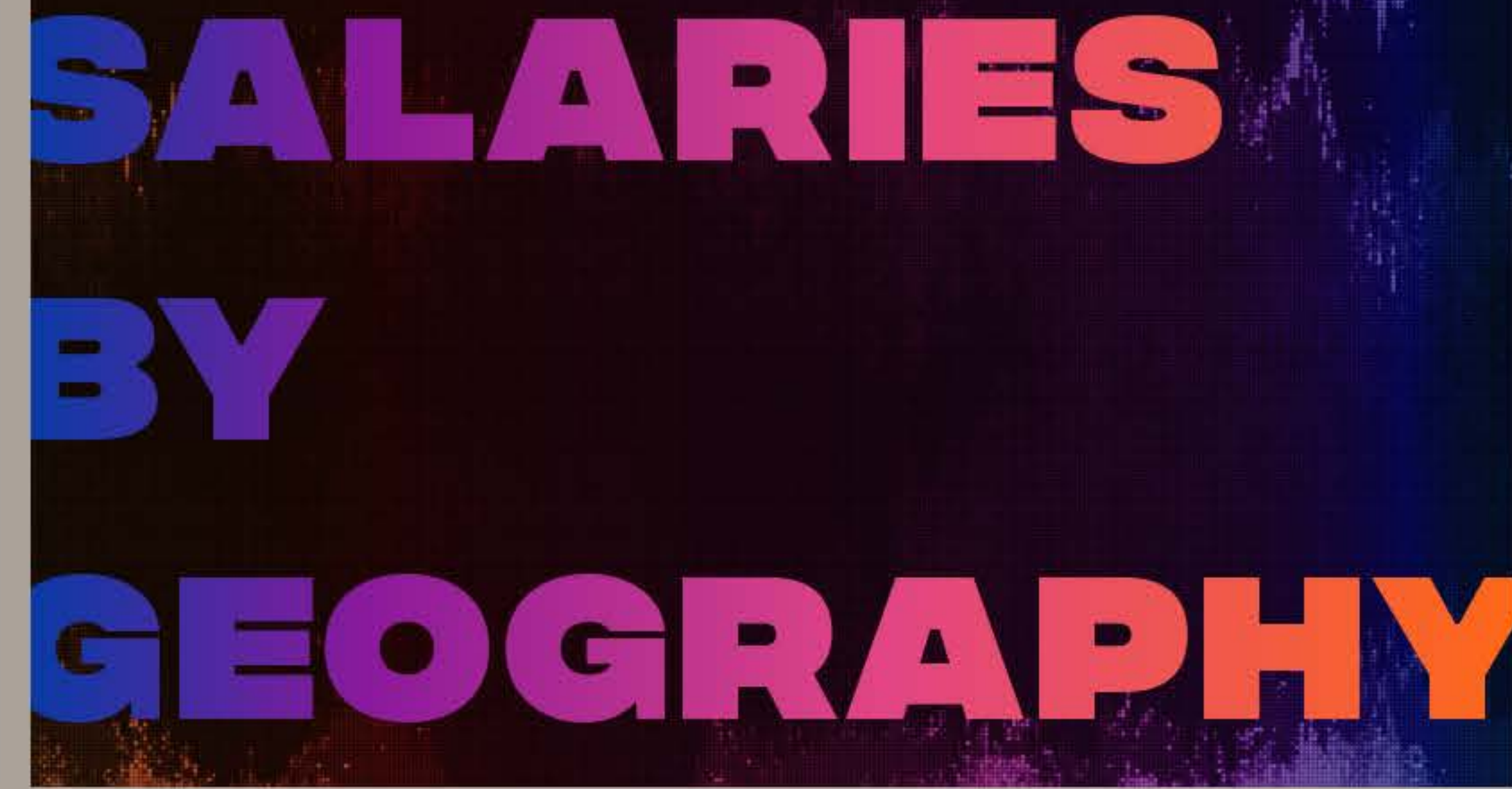
INTRODUCTION

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.

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SALARIES BY GEOGRAPHY



IT'S ABOUT THE WHO, NOT THE WHERE.

Simply put, talent care on the move—employees are being up- or downgraded 20% more often than would have been the case had they stayed in their current roles. And they're not just staying in their current roles, they're moving to new roles. In fact, 45% of employees are moving to new roles in their current roles. And they're not just staying in their current roles, they're moving to new roles. In fact, 45% of employees are moving to new roles in their current roles.

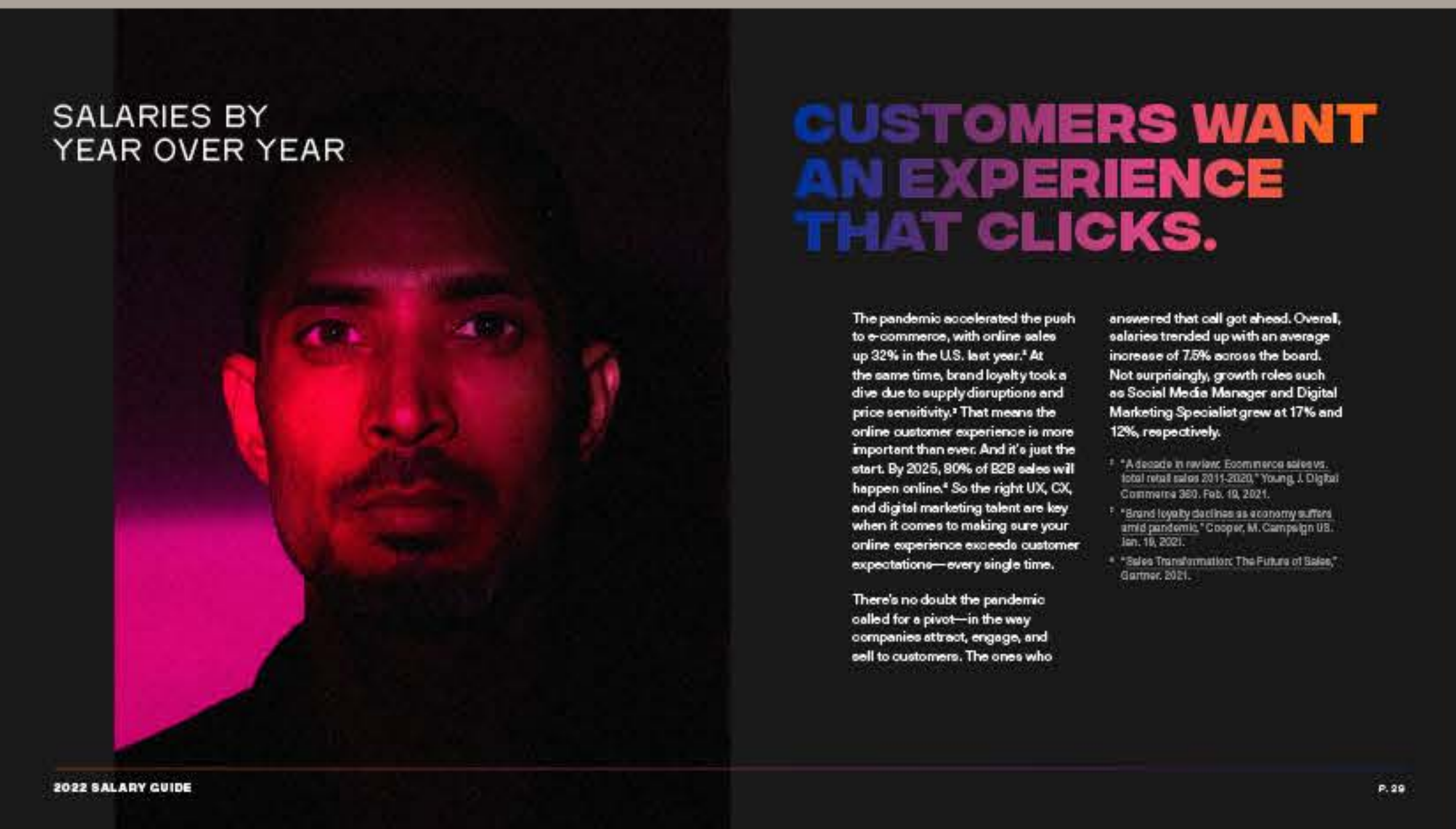
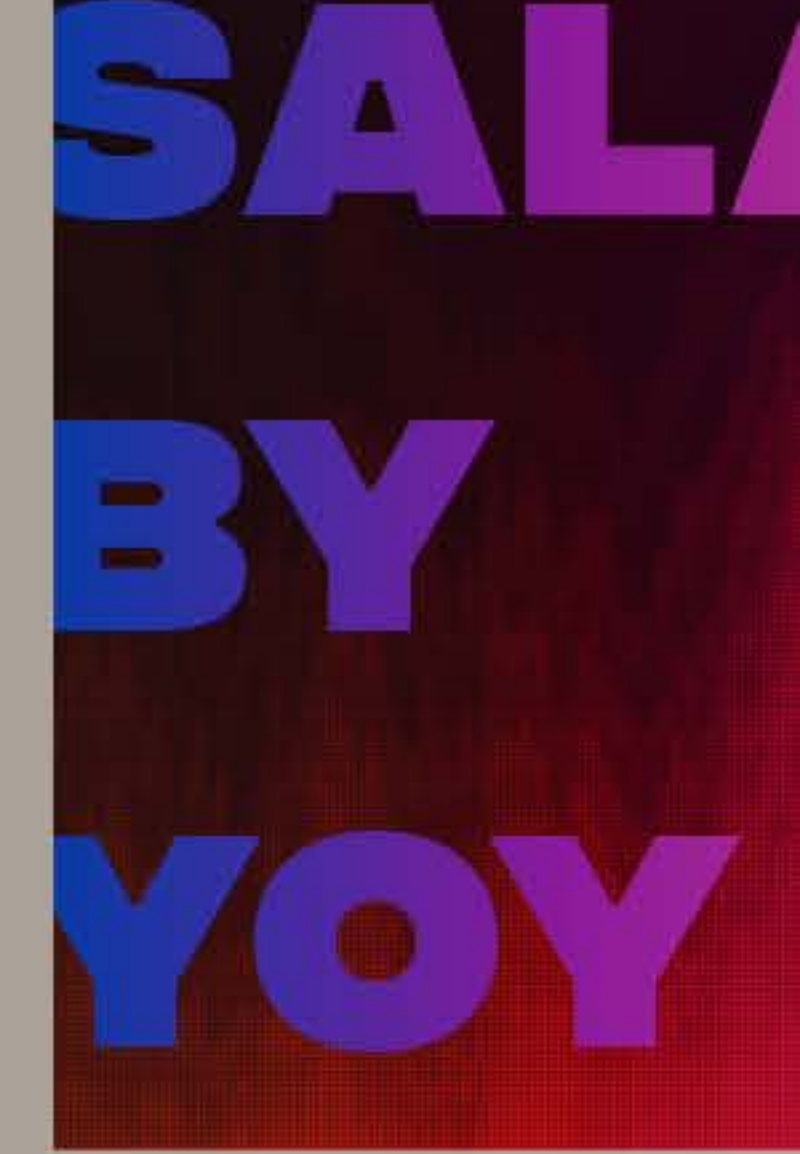


Table with columns: U.S. CITY GROUP 1, Role, Low, Mid, High, Sample Size. Includes Agency Account Management and Strategy, Creative and Design, and Digital Marketing, Search, and Analytics.

Table with columns: U.S. CITY GROUP 2, Role, Low, Mid, High, Sample Size. Includes Agency Account Management and Strategy, Creative and Design, and Digital Marketing, Search, and Analytics.

Table with columns: U.S. CITY GROUP 3, Role, Low, Mid, High, Sample Size. Includes Agency Account Management and Strategy, Creative and Design, and Digital Marketing, Search, and Analytics.

Table with columns: CANADIAN CITIES (CAD), Role, Low, Mid, High, Sample Size. Includes Agency Account Management and Strategy, Creative and Design, and Digital Marketing, Search, and Analytics.



SALARIES BY YEAR OVER YEAR

CUSTOMERS WANT AN EXPERIENCE THAT CLICKS. The pandemic accelerated the push for experience, with online sales up 20% in the U.S. last year. As the world shifts, brands are being forced to offer digital experiences and online customer experiences in more important ways than ever before.



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

Table with columns: UNITED STATES, Role, 2021, 2020, % Difference. Includes UX, UI, and Product Design; Digital Marketing, Search, and Analytics; and Creative, Design, and Copy.



SALARIES BY GENDER

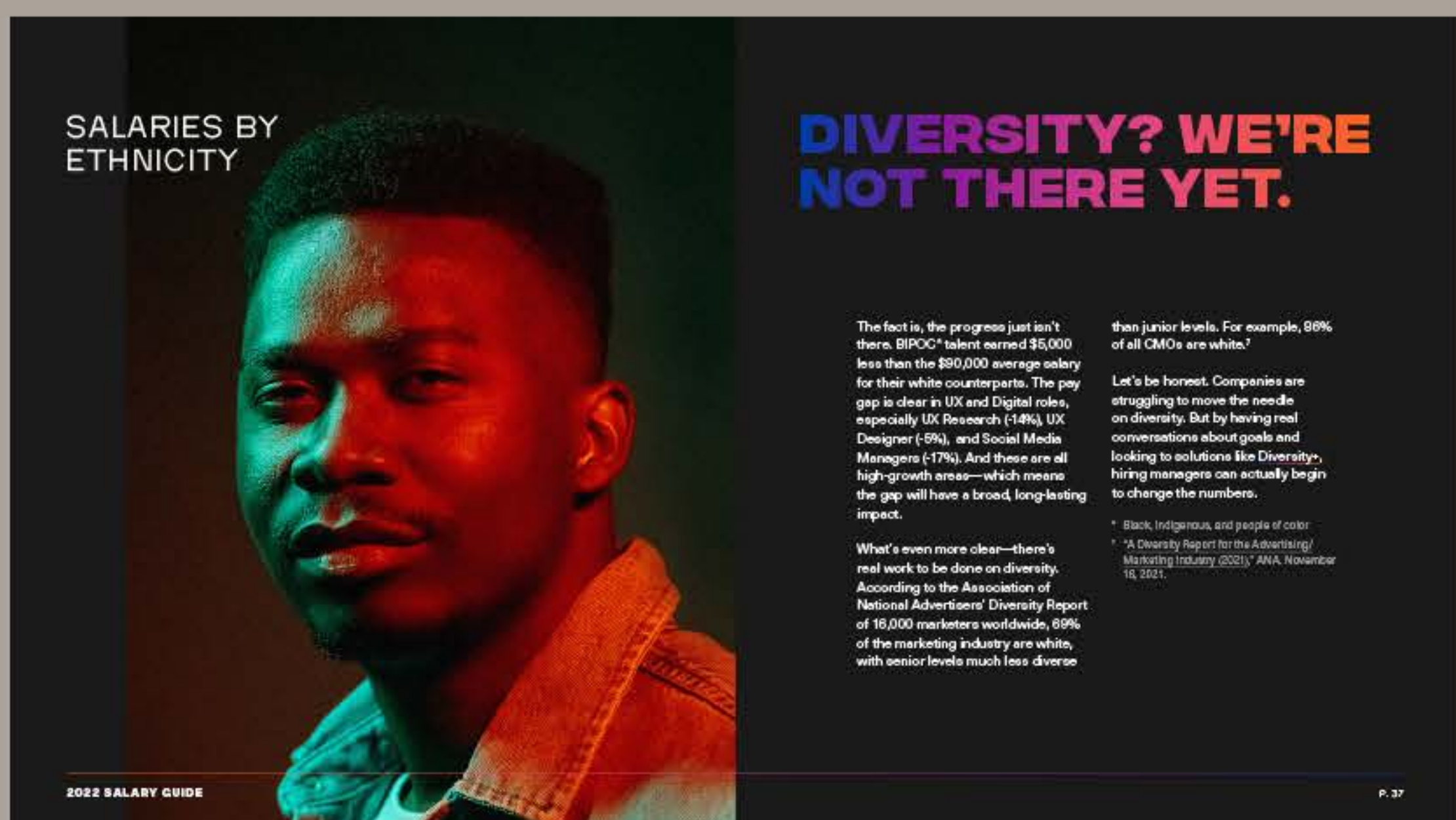
THE WORKPLACE ISN'T WORKING FOR WOMEN.

There's no denying—the pay gap between men and women is still a reality. According to the World Economic Forum, the pandemic has gender parity efforts back by generation or more. In our 2021 Talent Insights report, we found that women are still being paid less than men in the same job. Men in UX roles earned an average 15% more than their female colleagues, with female UX Designers earning just 72% of what their male counterparts earned.



ACADEMIC HAS SET PARITY EFFORTS A GENERATION

Table with columns: UNITED STATES, Role, Male, Female, % Difference. Includes UX, UI, and Product Design; Digital Marketing, Search, and Analytics; and Creative, Design, and Copy.



SALARIES BY ETHNICITY

DIVERSITY? WE'RE NOT THERE YET.

The fact is, the progress just isn't there. BPOC* talent earned \$5,000 less than their white counterparts. The pay gap is also in UX and Digital roles, especially UX Designer (64%) and Digital Marketing Specialist (64%). And there are all high-growth career paths where the pay will have a strong long-term impact.



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

Table with columns: UNITED STATES, Role. Includes UX, UI, and Product Design; Digital Marketing, Search, and Analytics; and Creative, Design, and Copy.

UNITED STATES

UX, UI, and Product Design; UX Lead; UX Designer; UX Researcher; UI Designer; Product Designer; Digital Marketing, Search, and Analytics; Digital Marketing Manager; Digital Marketing Specialist; SEO Manager; Social Media Manager; Data Analyst; Creative, Design, and Copy; Art Director; Graphic Designer; Digital Designer; Presentation Designer; Copywriter.

**IT'S TIME
TO READ
THE ROOM.**

2022 SALARY GUIDE

AQUENT

EQUAL. FLEXIBLE. EMPOWERING. INCLUSIVE.

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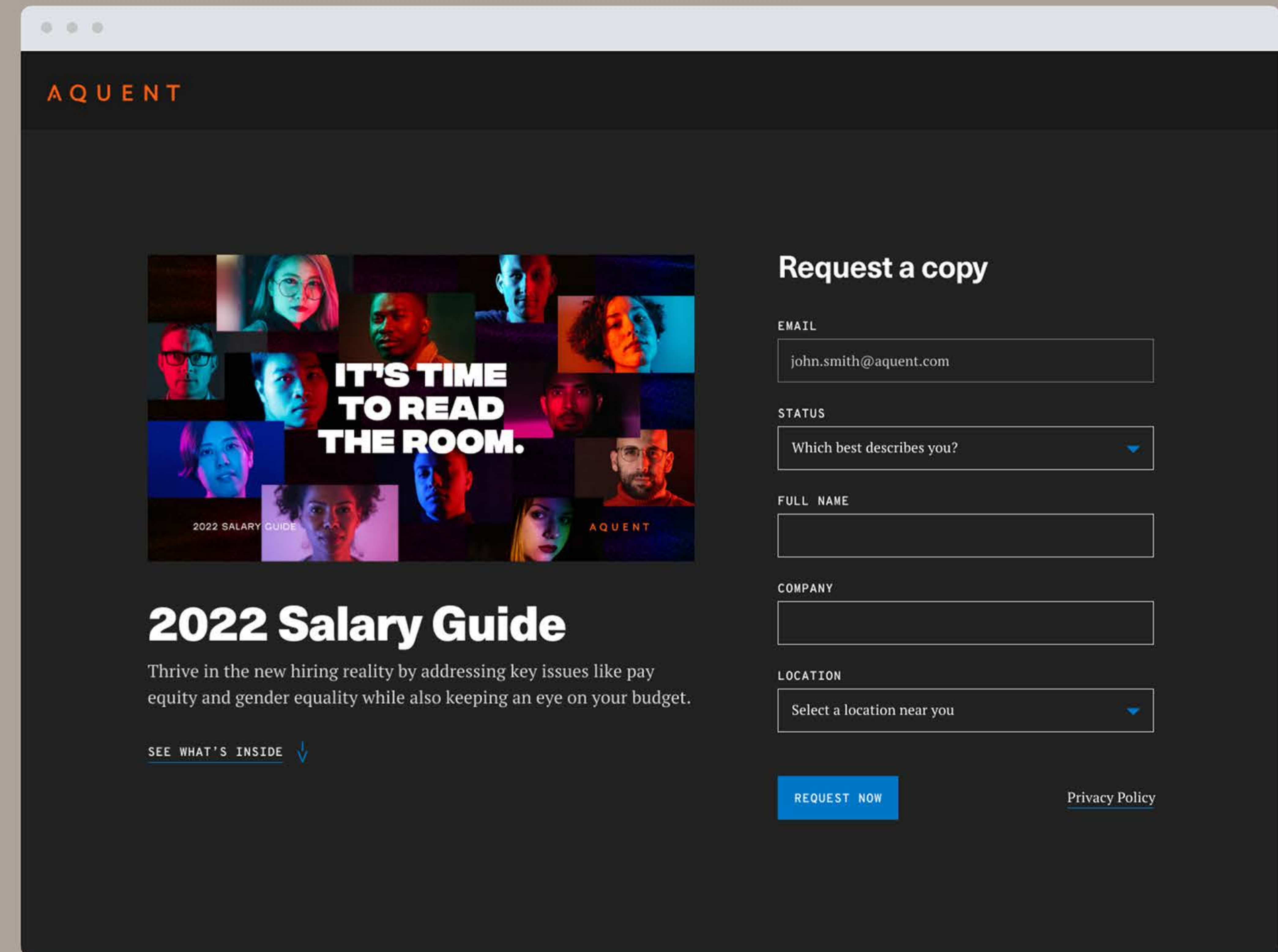
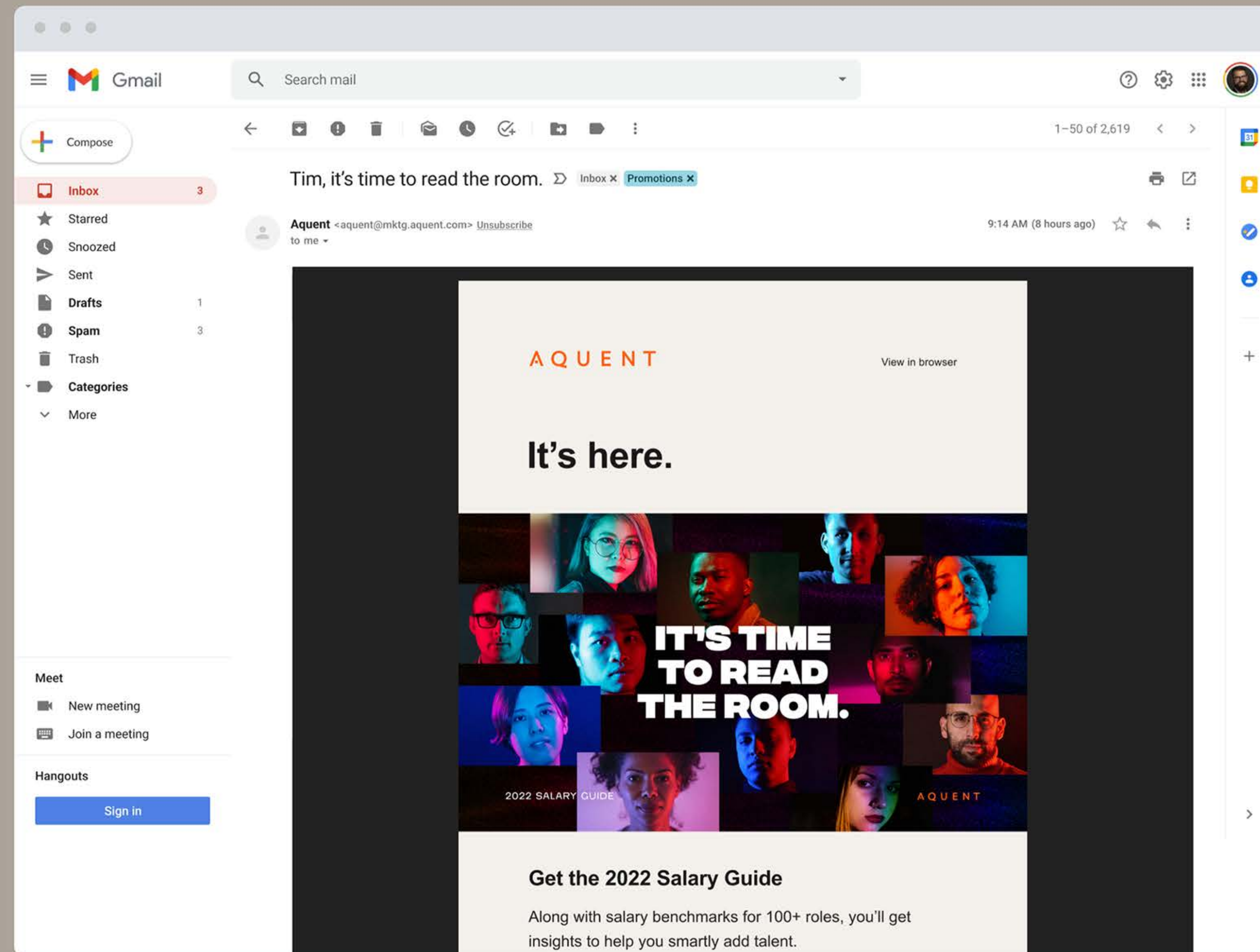
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* Based on \$90K average salary.

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