



The Salary Guide Breakdown for Digital & Creatives Jobs



INTRODUCTION

Salary guides: One tells you a Designer makes \$30,000 while another says \$130,000! Which one is it? Actually, they both could be right. Salaries vary due to factors such as location, experience, and expertise. So we've created a guide closer to reality - a salary guide Cliff Notes™, if you will.

We've examined dozens of salary guides and extracted the best information available online to create one go-to guide to salaries of creative jobs. Our guide to the guides will explore salary ranges for digital, creative, and marketing jobs nationally and across three different market size groups. We've done the busy work so you don't have to. Let's get started!

The three salary market groupings that will be featured in our guide are:

MARKET \$\$\$

250%

Cost of living is more than 250% higher than national average
Cities like San Francisco, New York, and Washington, DC

MARKET \$\$

175%

Cost of living is 175 - 249% higher than national average
Cities like Los Angeles, Chicago, and Denver

MARKET \$

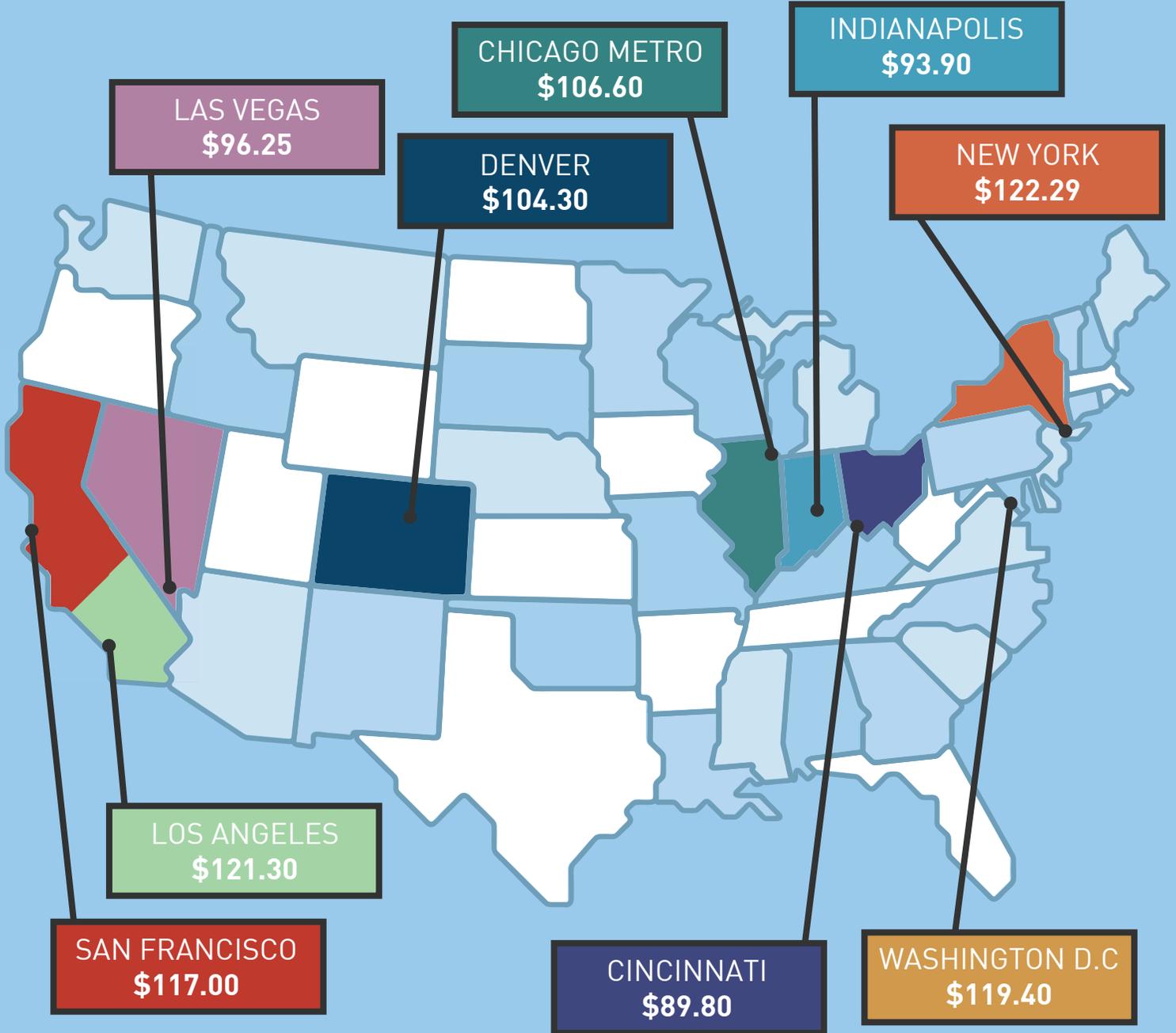
125%

Cost of living is 125 - 174% higher than the national average
Cities like Indianapolis, Cincinnati, and Las Vegas



THE VALUE OF \$100 ACROSS THE U.S.

An average expense of \$100 in services will cost you the following in these cities.



HOW FAR WILL \$100 GO?

Did you know \$100 isn't worth \$100 everywhere? For example, Ohio is a low-price state. There, \$100 will buy you a lot more than it will in New York.

The TaxFoundation.org says, "it's generally the case that states with higher nominal incomes also have higher price levels. This is because there is a relationship between the two: in places with higher incomes, the prices of finite resources like land get bid up...but the causation also runs in the opposite direction. Places with high costs of living pay higher salaries for the same jobs. This is what labor economists call a compensating differential; the higher pay is offered in order to make up for the low purchasing power."

MARKET LEVEL

\$\$\$

Example Cities:
San Francisco
New York
Washington, DC

The cost of living for these cities is 250% higher than the national average. For all three of these cities, space and geography play a large factor in the higher cost of living. Specialized industries that dominate the creative job market also impact salary ranges across these areas in different ways.

For Example:
San Francisco is tech-heavy, New York owns media and finance, while DC is a government town.

\$\$\$ SAN FRANCISCO



RENT
\$2,992



TRANSIT
\$70



LATTE
\$4.04



2/PERSON MEAL
\$75

\$\$\$ NEW YORK



RENT
\$2,350



TRANSIT
\$225



LATTE
\$4.02



2/PERSON MEAL
\$75

\$\$\$ WASHINGTON, DC



RENT
\$1,880



TRANSIT
\$116.50



LATTE
\$4.25



2/PERSON MEAL
\$80

HOW DO SPECIALIZED INDUSTRIES AFFECT SALARIES?

It varies from city to city. In general, these industries attract specialized talent vying for certain jobs, which can increase the talent pool.

For example, companies looking for talent with experience outside of government or B2B in Washington, DC will find a smaller talent pool and likely need to pay a higher salary. An area's dominant industry can also create increased competition for specialized jobs and lower the supply of talent for other industries. It's not uncommon to find large gaps in pay in these metro areas.

\$\$\$ MARKET LEVEL SALARY CHART

JOB TITLE	JUNIOR (1-2 YRS)	MID (3-5 YRS)	SENIOR (5+ YRS)
Art Director	\$55,000	\$80,000	\$110,000
Copywriter	\$50,000	\$75,000	\$108,000
Creative Director	—	\$150,000	\$200,000
Design Director	—	\$115,000	\$135,000
Digital Strategists	\$85,000	\$100,000	\$145,000
Editor	\$50,000	\$65,000	\$90,000
Front End Coders/ Developer	\$76,250	\$98,000	\$110,000
Graphic Designer	\$45,000	\$70,000	\$96,000
Information Architect	\$90,000	\$105,000	\$130,000
Instructional Designers	\$70,000	\$83,400	\$98,400
Interaction Designers	\$75,000	\$95,000	\$115,000
Marketing Director	—	\$150,000	\$200,000
Marketing Manager	\$70,000	\$85,000	\$100,000
Mobile Developer	\$100,000	\$110,000	\$136,000
Motion Graphics Designer	\$60,000	\$75,000	\$95,000
Presentation Specialist	\$48,000	\$60,000	\$101,400
Production Artists (Web)	\$48,000	\$55,000	\$65,000
Production Manager	—	\$65,000	\$95,000
Project Managers	\$60,000	\$75,000	\$105,200
Proofreaders	\$45,000	\$55,000	\$65,000
SEO Specialists	\$65,000	\$80,000	\$110,000
Social Media Specialists	\$45,000	\$60,000	\$80,000
Traffic Coordinator	\$42,000	\$60,000	\$65,000
User Experience (UX) Architect	\$85,000	\$106,000	\$142,500
User Experience (UX) Designer	\$65,000	\$100,000	\$125,000
User Interface (UI) Developer	\$100,000	\$115,000	\$142,500
Web Designers	\$50,000	\$75,000	\$100,000

* All salaries are + or - a variance of 10% depending upon specific city, company size, and industry.

MARKET LEVEL \$\$

Example Cities:

Chicago
Denver
Los Angeles

Although the cost of living is 175-249% higher than national average, these cities offer many opportunities for creative employment in a variety of industries.

For Example:

In Los Angeles, the main industries are entertainment, of course, but also aerospace, tourism, and technology. Chicago has a mix of financial services, engineering, publishing, and food processing, while Denver's opportunities center on aerospace, telecommunications, and technology.

\$\$ LOS ANGELES



RENT
\$1,580



TRANSIT
\$100



LATTE
\$4.06



2/PERSON
MEAL
\$60

\$\$ CHICAGO



RENT
\$1,334



TRANSIT
\$100



LATTE
\$3.96



2/PERSON
MEAL
\$65

\$\$ DENVER



RENT
\$1,315



TRANSIT
\$94.88



LATTE
\$4.23



2/PERSON
MEAL
\$60

STARTUP GROWTH IN \$\$ MARKETS

San Francisco and New York aren't the only places with a thriving start up market. Many of these larger yet more affordable cities are home to a number of well-known start-ups. Denver is especially hot right now!

Denver is a popular office location due to lower real estate costs, access to experienced professionals, and new talent coming out of universities. The beautiful scenery and nice people don't hurt either! (That's why Artisan opened an office there.)

\$\$\$ MARKET LEVEL SALARY CHART

JOB TITLE	JUNIOR (1-2 YRS)	MID (3-5 YRS)	SENIOR (5+ YRS)
Art Director	\$60,250	\$82,350	\$117,000
Copywriter	\$50,620	\$74,025	\$97,200
Creative Director	—	\$115,560	\$136,080
Digital Strategists	\$60,480	\$90,000	\$108,000
Editor	\$53,100	\$70,650	\$81,000
Front End Coders/Front End Developer	\$68,625	\$88,200	\$99,000
Graphic Designer	\$45,525	\$67,500	\$86,400
Information Architect	\$81,000	\$94,500	\$117,000
Instructional Designers	\$63,000	\$75,060	\$88,560
Interaction Designers	\$76,500	\$90,000	\$99,000
Marketing Professionals	\$90,000	\$122,670	\$198,000
Mobile Developer	\$80,000	\$99,000	\$122,400
Motion Graphics Designer	\$74,520	\$87,300	\$95,400
Presentation Specialist	\$50,500	\$65,030	\$91,260
Production Artists (Web)	\$49,050	\$55,150	\$65,200
Production Manager	—	\$72,000	\$82,575
Project Managers	\$64,800	\$79,650	\$94,680
Proofreaders	\$46,800	\$52,650	\$62,100
SEO Specialists	\$65,700	\$87,300	\$99,000
Social Media Specialists	\$45,250	\$69,750	\$76,500
Traffic Coordinator	\$48,000	\$54,000	\$58,500
User Experience (UX) Architect	\$76,500	\$95,400	\$128,250
User Experience (UX) Designer	\$62,860	\$85,000	\$103,500
User Interface (UI) Developer	\$90,000	\$103,500	\$128,250
Web Designers	\$59,400	\$75,600	\$94,500

* All salaries are + or - a variance of 10% depending upon specific city, company size, and industry.

MARKET LEVEL

\$

Example Cities:
Indianapolis
Cincinnati
Las Vegas

In these markets expect to pay 125-174% of the national average for living expenses. Though still above average, many of these cities have been reinventing their economic backbone as they move from traditional manufacturing and agricultural industries into the information and technology age.

For Example:
Indianapolis is home to thriving industries like health care and insurance, while Cincinnati's growth has focused on education and financial services.

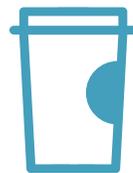
\$ INDIANAPOLIS



RENT
\$840



TRANSIT
\$60



LATTE
\$3.87



2/PERSON MEAL
\$45

\$ CINCINNATI



RENT
\$816



TRANSIT
\$78



LATTE
\$3.64



2/PERSON MEAL
\$45

\$ LAS VEGAS



RENT
\$804



TRANSIT
\$65



LATTE
\$4.34



2/PERSON MEAL
\$57

THE ROLE OF COLLEGES IN SMALLER CITIES

Colleges play an important factor in these cities, not only as a hub for in-demand services and industry, but also as an opportunity to discover new talent and attract seasoned professionals. Both Indianapolis and Cincinnati have numerous top-notch colleges like The University of Notre Dame, Perdue University, and the University of Cincinnati to name a few.

\$ MARKET LEVEL SALARY CHART

JOB TITLE	JUNIOR (1-2 YRS)	MID (3-5 YRS)	SENIOR (5+ YRS)
Art Director	\$60,000	\$65,000	\$100,000
Copywriter	\$46,000	\$62,000	\$80,000
Creative Director	—	\$95,000	\$110,000
Digital Strategists	\$50,000	\$75,000	\$95,000
Editor	\$43,500	\$58,000	\$67,000
Front End Coders/Front End Developer	\$52,000	\$68,000	\$85,000
Graphic Designer	\$43,000	\$56,000	\$70,000
Information Architect	\$65,000	\$80,000	\$95,000
Instructional Designers	\$52,000	\$62,000	\$73,500
Interaction Designers	\$60,000	\$75,000	\$90,000
Marketing Professionals	\$45,000	\$60,000	\$150,000
Mobile Developer	\$70,000	\$80,000	\$100,000
Motion Graphics Designer	\$62,000	\$73,000	\$80,000
Presentation Specialist	\$48,500	\$62,000	\$72,000
Production Artists (Web)	\$40,000	\$53,500	\$58,000
Production Manager	—	\$60,000	\$67,500
Project Managers	\$54,000	\$66,000	\$79,000
Proofreaders	\$38,000	\$43,000	\$50,000
SEO Specialists	\$52,000	\$65,000	\$83,000
Social Media Specialists	\$46,500	\$57,000	\$63,000
Traffic Coordinator	\$40,000	\$43,000	\$48,000
User Experience (UX) Architect	\$60,000	\$85,000	\$100,000
User Experience (UX) Designer	\$55,000	\$73,000	\$92,000
User Interface (UI) Developer	\$68,000	\$88,000	\$100,000
Web Designers	\$49,500	\$63,000	\$79,500

* All salaries are + or - a variance of 10% depending upon specific city, company size, and industry.



ABOUT ARTISAN

We're a professional digital, creative, and marketing staffing agency that connects with uniquely qualified talent candidates to exciting companies and businesses. We're proud to have offices in many major cities! We'll be there to help you with anything that may arise before, during, and after a placement. Leave the resume submission, recruiting, and administrative work to us.

CONTACT US TODAY

EMAIL

info@artisantalent.com

PHONE

800.216.0600



SOURCES

expatistan.com/cost-of-living/index/north-america

taxfoundation.org/blog

numbeo.com/cost-of-living/

9news.com/news/local/census-denver-fastest-growing-city-in-the-us/205616555

businessden.com/2015/12/31/822m-in-capital-pushes-denver-startups-to-2016/

denverpost.com/2016/08/01/denver-tech-startups-growing-up-by-committing-to-larger-office-leases/

colleges.usnews.rankingsandreviews.com/best-colleges/in

