

2018 Salary Guide



Design
Digital
Marketing
Sales



2018 Salary Guide

Great creative and marketing teams are made up of smart, agile and motivated people who are tech savvy and innovative. People who never stop learning, take risks and deliver incredible work. Our 2018 Salary Guide provides the most accurate data you need to recruit, retain and pay these talented professionals.

We hope this year's Salary Guide will give you an edge as you align your business with the right creative and marketing talent.



About the salaries in this guide

Our current, comprehensive salary figures are based on research conducted by ERI Economic Research Institute, a company focused on providing the most accurate salary and compensation data. The data is thoroughly vetted and verified.

Average base salary by experience level

Low experience: The average base salary for the national workforce with 0-1 years of experience.

Average experience: The average base salary for the national workforce with 2-10 years of experience.

High experience: The average base salary for the national workforce with more than 10 years of experience.

Base salary

10th percentile: Only 10% of the national workforce – across all industries and company sizes – is paid below this figure.

Mean: 50% of the national workforce – across all industries and company sizes – is paid below or above this figure.

90th percentile: Only 10% of the national workforce – across all industries and company sizes – is paid above this figure.

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Design: General

		3D Animator			Artist		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	48,015	59,659	73,148	38,574	46,130	54,327
	Average Experience	60,353	75,256	92,314	53,738	64,493	76,529
	High Experience	73,238	91,228	111,630	63,248	75,970	90,153
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	48,614	60,986	75,243	38,738	46,616	55,321
	Average Experience	61,723	77,453	95,150	54,694	66,113	78,785
	High Experience	75,338	94,031	114,967	64,794	78,200	92,923
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	43,039	53,700	66,032	34,458	41,301	48,827
	Average Experience	54,335	67,962	83,633	48,288	58,118	69,128
	High Experience	66,115	82,632	101,526	56,980	68,616	81,642
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	42,207	53,021	65,549	33,480	40,435	48,083
	Average Experience	53,664	67,519	83,578	47,537	57,501	68,710
	High Experience	65,634	82,551	101,942	56,346	68,186	81,534
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	45,518	56,588	69,386	36,606	43,723	51,522
	Average Experience	57,248	71,384	87,535	50,962	61,179	72,590
	High Experience	69,473	86,506	105,906	59,997	72,060	85,488
		Apparel Tech Designer			CAD Designer		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	34,534	43,391	52,637	38,173	45,600	53,622
	Average Experience	44,655	55,302	67,732	47,700	57,065	67,677
	High Experience	52,256	65,076	79,840	56,707	68,136	80,977
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	34,634	43,731	53,523	37,848	45,572	54,005
	Average Experience	45,059	56,356	69,539	47,782	57,616	68,721
	High Experience	53,119	66,730	82,240	57,240	69,201	82,551
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	30,969	38,783	47,280	35,051	42,014	49,586
	Average Experience	39,943	49,718	61,078	44,013	52,802	62,693
	High Experience	46,932	58,651	72,164	52,468	63,122	75,135
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	30,020	37,862	46,515	33,842	40,857	48,521
	Average Experience	39,047	48,986	60,507	42,884	51,775	61,830
	High Experience	46,162	58,041	71,814	51,437	62,268	74,638
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	32,880	41,123	49,915	37,762	45,115	53,088
	Average Experience	42,322	52,449	64,252	47,213	56,485	66,919
	High Experience	49,553	61,732	75,725	56,132	67,370	79,954

Fashion Designer			Motion Graphic Artist			Package Designer		
10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
47,543	56,897	67,434	39,146	46,224	53,841	39,122	45,168	51,383
58,968	70,821	84,057	50,223	59,479	69,737	48,323	55,830	63,915
69,472	83,415	98,925	60,083	71,289	83,660	55,731	64,537	73,989
48,114	58,053	69,224	39,324	46,716	54,804	39,299	45,600	52,191
60,252	72,797	86,621	50,958	60,795	71,654	48,941	56,918	65,500
71,375	85,955	101,946	61,436	73,290	86,209	56,813	66,159	76,126
42,604	51,177	60,806	34,961	41,388	48,382	34,939	40,415	46,132
53,070	63,903	76,035	45,067	53,536	62,911	43,322	50,202	57,590
62,669	75,445	89,737	54,088	64,331	75,670	50,111	58,158	66,802
41,764	50,464	60,230	33,985	40,523	47,632	33,963	39,529	45,350
52,381	63,381	75,780	44,270	52,854	62,371	42,496	49,475	56,964
62,125	75,175	89,848	53,413	63,817	75,406	49,384	57,541	66,335
45,068	53,965	63,970	37,138	43,813	51,060	37,115	42,809	48,722
55,932	67,182	79,716	47,618	56,418	66,154	45,811	52,951	60,630
65,902	79,108	93,805	56,991	67,626	79,340	52,857	61,220	70,183
Graphic Designer			Illustrator			Photo Retoucher		
10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
38,574	46,130	54,327	39,146	46,224	53,841	34,918	42,235	49,488
53,738	64,493	76,529	50,223	59,479	69,737	43,631	51,969	61,480
63,248	75,970	90,153	60,083	71,289	83,660	51,040	61,195	72,612
38,738	46,616	55,321	39,324	46,716	54,804	35,059	42,601	50,348
54,694	66,113	78,785	50,958	60,795	71,654	44,080	53,007	63,180
64,794	78,200	92,923	61,436	73,290	86,209	52,011	62,876	75,019
34,458	41,301	48,827	34,961	41,388	48,382	31,186	37,654	44,371
48,288	58,118	69,128	45,067	53,536	62,911	38,945	46,641	55,281
56,980	68,616	81,642	54,088	64,331	75,670	45,793	55,023	65,390
33,480	40,435	48,083	33,985	40,523	47,632	29,993	36,452	43,338
47,537	57,501	68,710	44,270	52,854	62,371	37,775	45,651	54,425
56,346	68,186	81,534	53,413	63,817	75,406	44,787	54,163	64,680
36,606	43,723	51,522	37,138	43,813	51,060	33,191	39,998	46,963
50,962	61,179	72,590	47,618	56,418	66,154	41,331	49,345	58,447
59,997	72,060	85,488	56,991	67,626	79,340	48,454	58,175	69,037

Design: General

		Production Artist			Web Designer		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	28,305	33,711	39,996	44,900	51,581	58,788
	Average Experience	35,425	42,763	49,750	60,996	70,494	80,793
	High Experience	42,352	50,059	58,256	74,315	86,018	98,675
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	28,216	33,886	40,369	45,286	52,403	60,070
	Average Experience	35,659	43,217	50,439	62,412	72,432	83,157
	High Experience	42,793	50,760	59,349	76,430	88,547	101,520
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	26,425	31,450	37,102	40,897	47,185	53,896
	Average Experience	32,992	39,642	46,262	55,946	64,743	74,266
	High Experience	39,260	46,556	54,261	68,278	79,099	90,833
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	24,775	29,611	35,060	39,332	45,667	52,415
	Average Experience	31,095	37,531	44,057	54,479	63,366	73,050
	High Experience	37,158	44,349	51,958	66,952	77,985	89,986
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	27,295	32,477	38,386	42,968	49,438	56,392
	Average Experience	34,090	41,007	47,715	58,519	67,650	77,521
	High Experience	40,615	48,012	55,880	71,316	82,522	94,645
		User Experience Designer			Video Editor		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	53,626	64,108	75,929	43,681	52,047	61,603
	Average Experience	68,578	82,260	97,664	56,788	68,237	81,124
	High Experience	80,816	96,963	114,902	67,842	81,606	97,018
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	54,581	65,707	78,111	44,594	53,647	63,918
	Average Experience	70,420	84,674	100,487	58,752	71,001	84,612
	High Experience	83,180	99,769	118,097	70,582	85,118	101,163
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	49,094	58,831	69,770	39,042	46,717	55,346
	Average Experience	62,970	75,623	89,894	51,003	61,335	73,060
	High Experience	74,288	89,242	105,991	60,979	73,501	87,697
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	47,585	57,388	68,470	38,050	45,949	54,837
	Average Experience	61,570	74,435	89,026	50,364	60,998	73,008
	High Experience	73,072	88,359	105,451	60,632	73,458	87,911
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	51,413	61,514	72,863	41,599	49,601	58,644
	Average Experience	65,810	78,926	93,676	54,094	64,901	77,046
	High Experience	77,543	93,004	110,261	64,529	77,501	92,063

Art Director			Creative Director			Instructional Designer		
10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
67,678 87,133 106,062	80,290 103,089 124,928	94,185 120,520 145,491	74,446 95,846 116,668	88,319 113,398 137,421	103,604 132,572 160,040	42,324 59,568 70,878	50,367 71,502 85,047	59,364 84,793 100,720
69,482 89,805 109,263	82,708 106,216 128,601	97,076 124,079 149,729	76,430 98,786 120,189	90,979 116,838 141,461	106,784 136,487 164,702	40,870 58,527 69,854	49,199 70,478 84,002	58,321 83,748 99,660
61,029 78,863 96,349	72,577 93,591 113,964	85,359 109,828 133,565	67,132 86,749 105,984	79,835 102,950 125,360	93,895 120,811 267,130	37,586 53,314 63,413	45,027 63,973 76,285	53,131 76,051 90,890
60,457 78,681 96,636	72,237 93,807 114,652	85,352 110,429 134,815	66,503 86,549 106,300	79,461 103,188 126,117	93,887 121,472 148,297	34,806 50,212 60,141	42,091 60,694 72,944	50,033 72,710 87,640
64,201 82,628 100,592	76,151 97,763 118,674	89,309 114,428 138,737	70,621 90,891 110,651	83,766 107,539 130,541	98,240 125,871 152,611	39,667 55,925 66,325	47,358 66,899 79,412	55,736 79,176 94,069
Creative Services Manager			Graphic Designer, Supervisor			Web Creative Director		
10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
54,089 68,211 81,089	65,723 82,922 98,394	78,876 99,439 117,668	45,486 56,314 66,766	55,022 68,495 81,179	65,931 82,187 97,268	88,095 112,931 136,564	106,733 135,922 163,729	127,408 161,492 195,601
55,067 70,044 83,539	67,415 85,443 101,400	81,235 102,474 121,155	45,516 56,848 67,656	55,508 69,439 82,482	66,795 83,517 98,961	90,799 116,300 140,549	109,950 139,889 168,238	131,147 165,984 200,319
48,609 61,516 73,309	59,242 74,992 89,246	71,280 90,212 107,159	42,268 52,495 62,218	51,291 63,830 75,758	61,440 76,716 91,179	79,747 102,738 124,967	96,972 124,356 151,982	116,298 149,821 182,449
47,862 60,952 72,987	58,642 74,711 89,344	70,910 90,337 107,703	40,568 50,735 60,446	49,536 62,063 74,087	59,667 75,058 89,761	79,589 103,183 125,910	97,275 125,283 154,782	117,036 152,547 185,849
51,295 64,706 76,906	62,346 78,642 93,301	74,812 94,294 111,689	44,108 54,608 64,666	53,363 66,329 78,552	63,863 79,527 94,141	83,539 107,150 129,956	101,232 129,330 157,180	121,068 154,993 188,101

Digital: Content

		Web Content Administrator			Web Marketing Analyst		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	55,002	66,587	79,808	39,887	47,407	55,703
	Average Experience	69,982	84,999	102,032	54,347	64,986	76,988
	High Experience	83,956	101,934	121,976	64,936	77,848	92,422
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	56,046	68,323	82,137	40,005	47,955	56,792
	Average Experience	71,895	87,499	104,948	55,349	66,635	79,213
	High Experience	86,424	104,849	125,337	66,581	80,106	95,122
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	50,376	61,127	73,356	36,202	43,268	51,029
	Average Experience	64,270	78,156	93,955	49,766	59,645	70,749
	High Experience	77,192	93,865	112,656	59,599	71,544	85,029
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	48,875	59,706	72,122	34,618	41,725	49,531
	Average Experience	62,885	77,022	93,178	48,262	58,209	69,466
	High Experience	76,037	93,086	112,228	58,162	70,275	84,049
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	52,741	63,898	76,578	38,141	45,398	53,418
	Average Experience	67,159	81,547	97,866	52,109	62,359	73,878
	High Experience	80,549	97,772	117,112	62,310	74,702	88,653
		Web Content Specialist			Web Marketing Manager		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	32,778	38,495	43,759	53,987	65,824	79,142
	Average Experience	46,865	53,915	61,512	69,269	84,303	101,026
	High Experience	55,703	64,310	73,607	84,260	102,118	121,957
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	32,748	38,564	44,074	54,931	67,174	80,934
	Average Experience	47,378	54,889	62,959	70,731	86,272	103,558
	High Experience	56,792	65,919	75,690	86,226	104,685	125,110
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	29,896	34,934	39,817	48,718	59,165	71,095
	Average Experience	42,756	49,363	56,425	62,221	75,808	91,330
	High Experience	51,029	59,018	67,623	75,768	92,353	110,993
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	28,478	33,364	38,242	46,806	57,197	69,091
	Average Experience	41,209	47,856	54,961	60,239	73,802	89,349
	High Experience	49,531	57,576	66,287	73,762	90,374	109,078
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	31,474	36,820	41,862	50,232	60,763	72,661
	Average Experience	44,874	51,692	59,015	63,826	77,321	92,614
	High Experience	53,418	61,708	70,637	77,281	93,623	112,155

Development & Management

Web Strategist			Database Administrator			Flash Developer		
10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
38,237	45,676	53,798	58,190	70,514	84,588	45,393	54,003	63,724
55,615	66,904	79,569	81,662	99,177	118,756	59,635	71,414	84,726
66,244	79,739	94,789	98,065	118,669	141,461	70,743	84,877	100,759
38,137	45,891	54,342	59,435	72,453	87,075	45,810	54,982	65,301
56,222	67,856	80,852	84,055	102,033	122,040	60,969	73,397	87,217
67,177	81,025	96,409	100,897	121,951	145,335	72,694	87,373	103,649
34,760	41,678	49,120	53,341	64,762	77,776	41,363	49,445	58,476
50,761	60,943	72,543	75,070	91,300	109,617	54,683	65,595	77,904
60,346	72,700	86,819	90,266	109,535	131,318	64,974	78,044	92,771
33,221	40,144	47,596	51,856	63,384	76,634	39,803	47,939	57,029
49,233	59,415	71,133	73,870	90,463	109,138	53,207	64,228	76,764
58,816	71,292	85,712	89,407	109,055	131,303	63,599	76,907	91,968
36,553	43,637	51,227	55,816	67,669	81,154	43,445	51,777	61,145
52,907	63,313	75,085	78,353	95,127	113,990	57,208	68,533	81,286
62,704	75,243	89,459	94,061	113,906	136,203	67,889	81,430	96,645
			Information Architect			Front End Developer		
			10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
			62,102	74,516	88,484	53,626	64,108	75,929
			86,203	103,357	122,295	68,578	82,260	97,664
			103,636	123,719	145,767	80,816	96,963	114,902
			64,135	77,326	91,958	54,581	65,707	78,111
			89,582	107,374	126,920	70,420	84,674	100,487
			107,663	128,389	151,137	83,180	99,769	118,097
			57,123	68,622	81,696	49,094	58,831	69,770
			79,552	95,738	113,712	62,970	75,623	89,894
			96,002	115,068	136,404	74,288	89,242	105,991
			55,084	66,570	79,684	47,585	57,388	68,470
			77,531	93,800	111,877	61,570	74,435	89,026
			94,066	113,243	135,057	73,072	88,359	105,451
			59,511	71,278	84,540	51,413	61,514	72,863
			82,371	98,730	116,957	65,810	78,926	93,676
			98,997	118,336	140,001	77,543	93,004	110,261



Digital: Development & Management

		Interactive Producer			Search Engine Optimization (SEO) Specialist		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	48,086	59,786	73,357	45,694	55,026	65,683
	Average Experience	60,574	75,578	92,741	60,871	73,814	88,591
	High Experience	73,540	91,632	112,152	72,907	88,570	106,278
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	49,062	61,415	75,666	46,131	56,071	67,370
	Average Experience	62,244	77,991	95,886	62,280	75,906	91,193
	High Experience	75,857	94,734	115,997	74,959	91,172	109,283
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	43,236	53,938	66,314	41,649	50,398	60,291
	Average Experience	54,656	68,345	84,127	55,830	67,814	81,481
	High Experience	66,481	83,103	102,156	66,975	81,461	97,913
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	43,481	54,587	67,445	40,092	48,897	58,861
	Average Experience	55,331	69,565	86,099	54,362	66,481	80,420
	High Experience	67,619	85,025	104,946	65,629	80,400	97,221
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	45,854	57,073	70,027	43,738	52,764	63,029
	Average Experience	57,826	72,141	88,452	58,398	70,835	84,986
	High Experience	70,201	87,398	106,972	69,966	84,965	101,946
		Interactive Director			User Experience Manager		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	89,790	111,296	135,530	73,798	90,690	109,695
	Average Experience	115,640	142,426	173,182	95,447	116,709	140,523
	High Experience	141,473	174,013	212,513	113,215	137,869	165,724
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	92,713	115,148	140,184	75,910	93,656	113,485
	Average Experience	119,653	147,276	178,522	98,634	120,760	145,320
	High Experience	146,297	179,361	218,155	117,138	142,591	170,990
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	81,459	101,660	124,598	66,703	82,299	100,149
	Average Experience	105,758	131,218	161,777	86,747	106,766	129,381
	High Experience	130,297	162,574	199,352	103,470	126,833	154,606
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	79,744	100,209	123,417	64,855	80,594	98,681
	Average Experience	104,352	130,186	162,380	85,100	105,371	128,298
	High Experience	129,238	163,188	200,259	102,039	125,693	155,085
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	82,959	103,054	126,124	68,278	83,793	101,545
	Average Experience	107,156	132,804	163,155	88,208	108,167	130,952
	High Experience	131,876	163,954	200,945	104,864	128,381	155,967

eCommerce

Web Developer			Web Producer			eCommerce Specialist		
10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
59,872	69,183	79,270	43,430	49,848	56,759	39,561	47,699	56,963
78,402	90,749	104,068	60,997	70,496	80,795	52,030	63,305	76,129
96,576	111,533	127,481	73,105	84,612	97,068	61,955	75,518	90,824
61,220	71,056	81,581	43,725	50,557	57,915	39,500	48,008	57,614
80,680	93,407	107,028	62,413	72,435	83,159	52,511	64,152	77,326
99,373	114,652	130,979	75,166	87,100	99,877	62,762	76,700	92,361
54,903	63,530	72,858	39,506	45,563	52,012	35,965	43,560	51,976
72,056	83,479	95,853	55,947	64,745	74,268	47,519	57,690	69,362
88,882	102,829	117,874	67,158	77,798	89,340	56,473	68,800	83,074
53,429	62,136	71,615	37,929	44,036	50,519	34,412	42,037	50,445
70,797	82,464	95,117	54,480	63,367	73,052	45,998	56,155	67,904
87,991	102,233	117,534	65,815	76,657	88,459	54,937	67,335	81,878
57,437	66,391	76,063	41,544	47,762	54,437	37,805	45,549	54,150
75,232	87,051	99,822	58,520	67,652	77,523	49,590	59,994	71,868
92,632	107,008	122,466	70,155	81,177	93,104	58,749	71,299	85,693

Web Production Assistant			eCommerce Manager		
10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
33,421	40,111	46,447	53,065	66,356	81,561
42,452	49,823	58,012	64,597	80,717	98,919
49,088	57,876	67,646	82,421	102,422	124,925
33,399	40,239	46,933	53,974	67,723	83,436
42,692	50,531	59,246	65,906	82,563	101,382
49,748	59,102	69,439	84,324	104,999	128,156
30,456	36,408	42,362	47,901	59,636	73,298
38,585	45,540	53,176	58,080	72,528	89,360
44,850	53,050	62,108	74,083	92,638	113,789
29,015	34,822	40,811	45,993	57,665	71,293
37,001	44,013	51,690	56,117	70,524	87,373
43,319	51,563	60,697	72,078	90,659	111,889
32,073	38,355	44,468	49,407	61,236	74,842
40,600	47,738	55,644	59,672	74,080	90,672
47,027	55,513	64,915	75,618	93,904	114,959



Digital: eCommerce

		eCommerce Marketing Manager			eCommerce Sales Director		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	67,268	81,914	98,207	96,626	119,566	145,369
	Average Experience	86,178	104,389	124,619	121,113	148,927	181,357
	High Experience	104,386	140,199	172,365	152,874	188,606	230,293
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	68,665	83,800	100,646	99,012	122,655	149,088
	Average Experience	88,211	107,029	127,842	124,243	152,728	185,404
	High Experience	107,026	129,115	153,484	156,738	192,691	234,536
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	60,444	73,620	88,694	87,217	108,743	133,247
	Average Experience	77,531	94,482	113,500	110,198	136,792	168,665
	High Experience	94,479	114,670	137,578	141,110	175,581	215,280
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	58,470	71,614	86,706	85,226	106,818	131,675
	Average Experience	75,526	92,509	111,599	108,279	135,452	168,647
	High Experience	92,506	112,776	136,343	140,428	175,616	215,456
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	62,046	75,159	90,016	88,561	109,902	134,564
	Average Experience	79,021	95,725	114,669	111,358	138,108	169,748
	High Experience	95,722	115,843	138,877	142,260	176,692	216,632
		eCommerce Marketing Director					
		10th Percentile	Mean	90th Percentile			
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	88,288	109,517	133,399			
	Average Experience	110,933	136,772	166,099			
	High Experience	125,860	149,665	210,415			
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	90,393	112,317	136,841			
	Average Experience	113,775	140,295	170,053			
	High Experience	143,801	176,358	214,598			
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	79,476	99,297	121,793			
	Average Experience	100,628	124,995	154,055			
	High Experience	128,262	160,068	196,356			
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	77,473	97,338	119,962			
	Average Experience	98,673	123,209	153,852			
	High Experience	126,538	159,959	196,488			
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	80,938	100,490	123,012			
	Average Experience	101,811	126,241	155,108			
	High Experience	129,538	161,127	197,581			



Marketing: General

Advertising Studio Manager			Business Development Manager			Internal Communications Director		
10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
51,313 65,777 80,076	62,515 80,129 97,159	75,185 96,101 116,142	92,735 119,263 146,708	113,420 144,970 178,304	136,569 174,360 215,307	72,394 92,595 111,979	88,031 111,970 134,797	105,417 133,504 160,211
52,154 67,126 81,900	63,756 81,955 99,563	76,843 98,470 119,136	95,497 122,949 151,170	116,923 149,385 183,149	140,755 179,174 220,380	73,960 94,846 114,853	90,126 114,843 138,273	108,090 136,949 164,126
46,346 59,124 71,944	56,242 71,992 87,715	67,515 86,728 105,524	83,626 108,547 134,661	103,044 132,964 165,901	124,908 162,127 201,179	65,009 83,465 101,611	79,238 101,602 123,118	95,447 121,892 148,368
44,445 57,156 69,940	54,288 69,988 85,724	65,517 84,736 103,586	82,177 107,455 134,077	101,884 132,306 166,925	124,039 163,096 202,495	63,018 81,467 99,660	77,235 99,651 121,304	93,477 120,063 148,036
47,835 60,721 73,502	57,824 73,550 89,051	69,109 88,079 106,684	85,719 110,663 137,067	105,128 135,355 168,180	127,202 164,383 203,741	66,613 84,867 102,788	80,703 102,779 124,348	96,678 123,112 149,434
Brand Manager			Internal Communications Manager			Internal Publications Manager		
10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
72,719 94,001 111,353	87,164 111,902 131,990	103,032 131,496 155,903	41,558 58,597 70,624	50,018 71,316 86,012	59,789 85,771 103,346	56,689 72,761 88,432	69,139 88,468 107,053	83,088 105,931 127,743
74,389 96,410 114,228	89,325 114,791 135,259	105,686 134,782 159,320	42,302 60,695 73,539	51,457 74,273 89,725	61,974 89,473 107,710	57,731 74,339 90,542	70,598 90,578 109,778	85,015 108,620 131,046
65,351 85,271 101,643	78,706 102,130 122,106	93,594 121,553 145,082	37,079 52,635 63,496	44,874 64,124 77,543	53,710 77,321 93,569	51,105 65,338 79,609	62,106 79,641 96,983	74,694 95,929 116,445
63,562 83,617 100,100	76,930 100,568 121,745	91,863 121,118 145,095	36,047 52,045 63,218	44,050 63,861 77,581	53,152 77,355 93,874	49,179 63,346 77,606	60,125 77,638 95,018	72,689 93,960 114,563
66,728 86,273 102,662	79,892 103,154 123,017	94,631 122,488 146,004	39,557 55,804 67,150	47,671 67,802 81,658	56,931 81,429 98,069	52,643 66,941 81,069	63,711 81,101 98,198	76,221 97,155 117,628

Marketing: General

		Investor Relations Manager			Marketing Analyst		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	82,778	100,298	119,820	39,418	47,536	56,756
	Average Experience	108,225	130,382	154,912	56,041	68,267	82,121
	High Experience	132,471	158,850	189,812	67,357	82,088	98,650
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	85,356	103,701	123,980	39,353	47,837	57,401
	Average Experience	111,958	134,883	160,060	56,661	69,257	83,464
	High Experience	137,035	164,041	195,298	68,321	83,430	100,349
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	74,948	91,300	109,703	35,835	43,408	51,790
	Average Experience	98,765	119,700	144,068	51,144	62,178	74,915
	High Experience	121,684	147,942	177,691	61,353	74,883	90,479
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	73,160	89,716	108,339	34,283	41,884	50,259
	Average Experience	97,278	118,447	144,208	49,616	60,656	73,547
	High Experience	120,458	148,247	178,467	59,827	73,515	89,461
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	76,493	92,731	111,116	37,670	45,395	53,959
	Average Experience	100,163	121,182	145,463	53,299	64,572	77,479
	High Experience	123,183	149,310	179,143	63,731	77,448	93,136
		Marketing Admin			Marketing Associate		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	28,663	35,574	42,578	34,007	41,737	49,461
	Average Experience	39,549	47,696	57,060	48,868	59,348	71,323
	High Experience	47,035	57,127	68,684	58,788	71,644	86,183
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	28,758	35,732	42,980	33,845	41,762	49,844
	Average Experience	39,806	48,377	58,116	49,226	60,075	72,397
	High Experience	47,683	58,185	70,127	59,498	72,726	87,619
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	26,110	32,086	38,396	31,018	37,981	45,180
	Average Experience	35,615	43,101	51,432	44,636	54,124	64,959
	High Experience	42,501	51,491	61,701	53,620	65,251	78,711
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	24,681	30,336	36,500	29,580	36,423	43,661
	Average Experience	33,748	41,208	49,505	43,116	52,590	63,454
	High Experience	40,608	49,563	59,722	52,086	63,749	77,418
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	27,096	33,352	39,827	32,609	39,877	47,200
	Average Experience	37,003	44,561	52,973	46,646	56,348	67,401
	High Experience	43,957	53,033	63,306	55,832	67,698	81,304

Marketing Consultant			Marketing Manager			Marketing Specialist		
10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
48,576	60,485	74,353	74,756	90,840	108,722	45,408	54,939	65,938
60,406	75,521	92,862	95,542	115,444	137,572	60,970	74,315	89,384
74,857	93,465	114,496	115,463	138,894	165,179	73,661	89,704	107,648
48,922	61,248	75,506	76,400	93,032	111,498	45,609	55,523	66,862
61,166	76,704	94,442	97,892	118,418	141,114	61,747	75,467	90,891
76,023	95,058	116,509	118,437	142,466	169,126	74,795	91,217	109,526
44,368	55,149	67,729	67,129	81,837	98,550	41,427	50,151	60,069
55,077	68,803	84,997	86,207	104,867	125,756	55,585	67,695	81,718
68,192	85,568	105,553	104,885	127,015	153,169	67,094	82,019	99,035
42,848	53,614	66,252	65,132	79,836	96,589	39,891	48,624	58,538
53,542	67,338	83,847	84,214	102,927	123,982	54,049	66,216	80,491
66,720	84,430	104,879	102,944	125,265	152,950	65,609	80,799	98,222
46,372	57,396	70,214	68,725	83,263	99,750	43,382	52,282	62,421
57,323	71,302	87,627	87,566	106,030	127,009	57,842	70,179	84,330
70,684	88,200	108,315	106,048	128,280	154,223	69,570	84,633	101,742
Marketing Coordinator			Marketing Representative			Marketing Information Supervisor		
10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
39,561	47,699	56,963	39,561	47,699	56,963	59,398	72,395	86,898
52,030	63,305	76,129	52,030	63,305	76,129	75,166	91,291	109,108
61,955	75,518	90,824	61,955	75,518	90,824	90,468	109,337	130,132
39,500	48,008	57,614	39,500	48,008	57,614	58,356	71,162	85,533
52,511	64,152	77,326	52,511	64,152	77,326	73,897	89,913	107,759
62,762	76,700	92,361	62,762	76,700	92,361	89,091	107,989	128,889
35,965	43,560	51,976	35,965	43,560	51,976	53,667	65,144	78,197
47,519	57,690	69,362	47,519	57,690	69,362	67,609	82,223	98,787
56,473	68,800	83,074	56,473	68,800	83,074	81,466	99,002	118,538
34,412	42,037	50,445	34,412	42,037	50,445	51,891	63,304	76,240
45,998	56,155	67,904	45,998	56,155	67,904	65,751	80,221	96,601
54,937	67,335	81,878	54,937	67,335	81,878	79,473	96,814	116,260
37,805	45,549	54,150	37,805	45,549	54,150	55,245	66,792	79,743
49,590	59,994	71,868	49,590	59,994	71,868	69,256	83,700	99,938
58,749	71,299	85,693	58,749	71,299	85,693	82,957	100,149	119,528

Marketing: General

		Marketing Director			Chief Marketing Executive		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	88,593	107,244	127,965	104,126	163,925	238,142
	Average Experience	112,723	135,672	161,270	140,758	221,934	322,678
	High Experience	133,386	159,943	191,065	181,692	287,656	418,392
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	90,708	109,974	131,274	106,758	167,864	242,403
	Average Experience	115,619	139,169	165,191	144,373	226,154	326,899
	High Experience	136,828	163,855	195,164	185,740	291,939	422,161
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	79,757	97,162	116,655	94,236	151,960	222,755
	Average Experience	102,310	123,950	149,394	128,798	207,322	303,365
	High Experience	121,780	148,106	177,926	168,985	269,941	394,906
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	77,754	95,197	114,775	92,262	151,717	222,943
	Average Experience	100,361	122,148	149,091	127,086	207,483	303,535
	High Experience	119,950	147,767	177,975	168,970	270,141	394,884
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	81,215	98,375	117,839	95,482	153,016	224,159
	Average Experience	103,483	125,187	150,456	130,079	208,618	305,423
	High Experience	122,999	149,174	179,047	170,068	271,714	397,810
		Vice President, Marketing			Market Research Analyst		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	93,176	131,816	178,636	44,940	52,411	60,711
	Average Experience	124,893	176,629	239,355	69,789	81,954	95,201
	High Experience	154,918	220,642	300,918	84,698	99,246	114,953
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	95,440	135,029	182,305	45,119	52,906	61,481
	Average Experience	128,093	180,436	243,408	70,821	83,292	96,830
	High Experience	158,598	224,718	304,831	86,101	100,957	116,975
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	84,070	121,028	165,544	40,989	47,865	55,352
	Average Experience	113,818	163,576	223,823	63,561	74,758	87,210
	High Experience	142,904	205,910	282,781	77,320	91,045	105,988
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	82,080	119,914	164,674	39,450	46,343	53,817
	Average Experience	111,982	162,730	223,668	62,046	73,387	86,112
	High Experience	141,957	205,701	282,769	75,999	90,041	105,322
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	85,461	122,206	166,825	42,938	49,943	57,604
	Average Experience	115,057	164,826	225,399	65,979	77,321	89,851
	High Experience	144,038	207,363	284,778	79,904	93,705	108,754

Market Research Manager			Print Coordinator			Print Production Manager		
10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
74,911 96,996 116,797	92,155 118,568 142,116	111,458 142,708 170,929	30,500 39,724 47,381	37,844 47,889 57,463	44,998 57,200 69,025	52,453 67,038 80,785	63,747 81,540 98,055	76,536 97,828 117,313
76,560 99,395 119,810	94,391 121,629 145,762	114,316 146,367 174,914	30,309 39,670 47,675	37,735 48,205 58,130	45,179 57,859 70,036	53,683 69,039 83,433	65,581 84,222 101,404	78,993 101,169 121,325
67,268 87,563 106,140	83,056 107,805 130,100	101,121 130,670 158,693	27,955 36,116 43,265	34,407 43,735 52,426	41,042 52,189 62,867	47,246 60,546 73,117	57,546 73,811 89,044	69,222 88,834 106,981
65,271 85,572 104,204	81,057 105,875 128,421	99,169 129,007 158,564	26,633 34,561 41,741	32,873 42,212 50,895	39,504 50,659 61,348	47,651 61,442 74,556	58,328 75,282 91,254	70,481 91,033 109,956
68,863 88,901 107,299	84,464 108,963 131,393	102,301 131,968 159,749	29,358 37,960 45,249	36,184 45,727 54,611	42,992 54,369 65,273	50,048 64,003 77,092	60,860 77,810 93,507	73,053 93,291 111,931
Vice President, Market Research			Print Production Coordinator			Production Manager		
10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
98,923 123,596 151,600	142,988 177,758 219,173	195,868 244,549 301,661	41,595 52,748 63,465	50,277 64,112 77,196	60,102 76,932 92,547	68,995 90,524 109,244	83,825 109,496 131,581	100,406 130,609 156,350
101,387 126,793 155,453	146,654 181,784 223,385	199,989 248,821 305,926	41,425 53,141 64,250	50,561 64,917 78,391	60,774 78,121 94,132	70,850 93,482 113,017	86,456 113,278 136,119	103,814 135,117 161,514
89,363 112,536 139,766	130,940 165,228 204,693	182,503 228,856 283,302	38,567 49,164 59,146	46,840 59,748 71,987	56,020 71,738 86,630	62,343 82,144 99,725	75,917 99,962 120,839	91,402 119,915 145,492
87,377 110,629 138,933	129,285 165,177 204,848	182,578 229,050 283,492	36,901 47,421 57,372	45,110 57,973 70,273	54,249 70,022 85,129	60,485 80,437 98,250	74,138 98,491 119,601	89,819 118,665 145,702
90,675 113,701 140,961	132,240 166,298 205,972	183,648 230,306 285,187	40,322 51,167 61,492	48,775 62,113 74,707	58,256 74,453 89,559	63,915 83,639 101,121	77,456 101,358 122,330	92,832 121,398 146,873

Marketing: General

		Product Manager			Social Media Specialist		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	67,089	83,612	102,307	20,287	22,033	24,542
	Average Experience	91,751	113,617	138,224	24,341	29,255	35,496
	High Experience	110,800	136,545	165,710	28,823	35,773	42,734
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	68,613	85,982	105,433	19,652	21,766	24,574
	Average Experience	94,473	117,126	142,457	24,358	29,512	35,923
	High Experience	114,218	140,731	170,452	29,066	36,208	43,570
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	60,186	75,171	92,586	17,765	19,711	22,168
	Average Experience	82,710	103,230	126,485	21,982	26,330	31,674
	High Experience	100,577	124,886	153,821	25,958	31,913	38,165
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	58,491	73,603	91,277	16,753	18,830	21,352
	Average Experience	81,247	102,072	125,647	21,165	25,455	30,660
	High Experience	99,384	124,017	154,634	25,091	30,894	37,153
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	62,171	77,271	94,661	19,132	21,052	23,587
	Average Experience	84,805	105,314	128,799	23,391	28,049	33,833
	High Experience	102,652	127,180	156,040	27,646	34,091	40,687
		Project Manager			Social Media Strategist		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	69,479	86,545	105,837	38,731	46,218	54,477
	Average Experience	94,951	117,478	142,823	56,318	67,759	80,590
	High Experience	114,467	140,946	171,181	67,093	80,757	95,988
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	71,137	89,046	109,088	38,645	46,458	55,045
	Average Experience	97,801	121,108	147,180	56,948	68,735	81,897
	High Experience	118,003	145,251	175,968	68,050	82,068	97,633
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	62,326	77,877	95,906	35,208	42,184	49,733
	Average Experience	85,694	106,865	130,889	51,395	61,718	73,490
	High Experience	104,030	129,087	159,080	61,114	73,645	87,955
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	60,640	76,345	94,646	33,663	40,653	48,208
	Average Experience	84,277	105,753	130,160	49,865	60,193	72,096
	High Experience	102,882	128,308	159,999	59,587	72,254	86,875
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	64,342	79,979	97,977	37,020	44,150	51,855
	Average Experience	87,783	108,970	133,258	53,555	64,103	76,041
	High Experience	106,118	131,433	161,320	63,488	76,198	90,600

Communications

Channel Marketing Manager			Communications Manager			Communications Director		
10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
62,234	75,868	91,065	50,753	61,663	74,006	78,648	111,634	149,794
79,832	96,870	115,803	70,939	86,167	103,143	97,849	137,657	184,837
96,852	116,988	139,380	83,593	101,241	120,871	122,517	171,292	231,203
63,466	77,550	93,264	51,327	62,878	75,906	80,423	114,498	153,615
81,648	99,265	118,787	72,675	88,652	106,300	100,276	141,200	188,902
99,246	120,006	142,964	85,962	104,329	124,606	125,685	175,279	235,449
55,994	68,131	82,045	45,630	55,349	66,402	70,646	101,287	137,720
71,722	87,445	105,205	63,636	77,528	93,372	88,359	125,836	171,986
87,429	106,319	127,480	75,153	91,586	110,062	111,520	159,040	216,147
54,041	66,132	80,044	43,914	53,642	64,741	68,643	99,335	136,507
69,718	85,455	103,265	61,957	75,991	92,074	86,370	124,064	171,995
85,438	104,384	125,739	73,585	90,260	108,988	109,608	158,917	216,325
57,573	69,721	83,468	47,347	57,254	68,462	72,216	102,466	139,014
73,283	88,786	106,366	65,668	79,630	95,446	89,686	127,090	173,081
88,769	107,478	128,749	77,254	93,662	112,190	112,683	160,097	217,505
Communications Analyst			Communications Marketing Manager			Vice President, Communications		
10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
52,034	62,511	74,226	64,509	82,707	103,478	82,564	129,426	184,942
71,295	85,623	101,428	80,574	102,733	127,911	110,908	171,586	246,826
84,900	101,631	119,991	99,400	125,958	156,008	139,542	216,240	311,234
50,834	61,302	72,967	65,815	84,621	106,090	84,708	133,130	189,452
70,050	84,317	100,079	82,415	105,320	131,218	114,073	176,007	251,580
83,596	100,282	118,644	101,878	129,215	159,893	143,508	220,908	315,970
47,466	56,909	67,464	58,002	74,345	93,628	73,841	117,562	171,531
64,813	77,898	92,638	72,397	92,929	116,604	100,172	158,779	230,412
77,230	92,830	110,149	89,808	114,762	144,257	127,138	201,314	291,790
45,206	54,573	65,069	56,039	72,340	91,653	72,329	116,526	172,541
62,434	75,407	89,962	70,393	90,952	114,723	98,954	159,619	231,734
74,746	90,150	107,289	87,823	112,869	143,776	126,257	202,536	293,170
48,539	57,991	68,537	59,594	75,877	94,882	75,664	119,007	172,911
65,896	78,857	93,323	73,951	94,192	117,787	101,618	160,117	232,182
78,199	93,511	110,586	91,114	115,936	145,353	128,665	202,870	294,068

Marketing: Content

		Copy Editor			Editor		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	37,557	44,866	52,744	52,098	63,291	76,049
	Average Experience	51,446	61,714	73,295	66,638	81,161	97,581
	High Experience	64,275	77,306	91,931	80,255	97,637	117,003
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	38,062	45,878	54,397	53,702	65,724	79,277
	Average Experience	52,998	64,037	76,369	69,298	84,652	101,747
	High Experience	66,776	80,602	95,887	83,702	101,804	121,809
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	33,471	40,141	47,347	46,763	56,868	68,425
	Average Experience	46,171	55,446	65,920	59,890	73,094	88,220
	High Experience	57,756	69,572	82,994	72,265	88,271	106,306
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	32,429	39,178	46,598	45,996	56,404	68,270
	Average Experience	45,386	54,940	65,704	59,513	73,043	88,442
	High Experience	57,318	69,443	83,130	72,196	88,494	106,795
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	35,758	42,739	50,262	49,649	60,237	72,262
	Average Experience	49,029	58,749	69,667	63,393	77,081	92,597
	High Experience	61,165	73,448	87,248	76,227	92,650	111,109
		Copywriter			Fact Checker		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	39,334	46,288	53,912	37,557	44,866	52,744
	Average Experience	53,061	62,920	73,892	51,446	61,714	73,295
	High Experience	62,736	74,524	87,619	64,275	77,306	91,931
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	39,931	47,419	55,657	38,062	45,878	54,397
	Average Experience	54,739	65,327	77,001	52,998	64,037	76,369
	High Experience	65,130	77,669	91,400	66,776	80,602	95,887
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	35,054	41,456	48,405	33,471	40,141	47,347
	Average Experience	47,634	56,533	66,463	46,171	55,446	65,920
	High Experience	56,367	67,037	79,020	57,756	69,572	82,994
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	34,005	40,530	47,688	32,429	39,178	46,598
	Average Experience	46,894	56,059	66,260	45,386	54,940	65,704
	High Experience	55,889	66,849	79,086	57,318	69,443	83,130
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	37,435	44,105	51,371	35,758	42,739	50,262
	Average Experience	50,563	59,886	70,230	49,029	58,749	69,667
	High Experience	59,713	70,826	83,174	61,165	73,448	87,248

Proofreader

10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
30,626 37,438 43,343	37,112 44,618 50,965	43,573 51,727 59,529	43,681 56,788 67,842	52,047 68,237 81,606	61,603 81,124 97,018
30,089 36,897 42,929	36,569 44,257 50,867	43,168 51,654 59,642	44,594 58,752 70,582	53,647 71,001 85,118	63,918 84,612 101,163
27,968 33,924 39,256	33,638 40,445 46,348	39,470 47,044 54,074	39,042 51,003 60,979	46,717 61,335 73,501	55,346 73,060 87,697
26,379 32,068 37,265	31,793 38,443 44,319	37,477 45,010 51,975	38,050 50,364 60,632	45,949 60,998 73,458	54,837 73,008 87,911
29,476 35,786 41,367	35,483 42,595 48,690	41,588 49,413 56,733	41,599 54,094 64,529	49,601 64,901 77,501	58,644 77,046 92,063

Technical Editor

Speech Writer

10th Percentile	Mean	90th Percentile
44,873 63,295 75,328	52,907 75,192 89,475	61,941 88,404 105,069
45,885 65,729 78,518	54,574 78,373 93,334	64,280 92,218 109,490
40,147 56,872 67,769	47,496 67,645 80,729	55,651 79,743 95,172
39,184 56,408 67,599	46,751 67,471 80,827	55,151 79,822 95,499
42,746 60,241 71,584	50,417 71,454 84,928	58,963 83,916 99,708



Marketing: Content

		Technical Writer			Technical Writer Supervisor		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	48,247	56,396	65,362	70,274	84,335	99,879
	Average Experience	65,830	77,267	89,799	89,781	107,286	126,598
	High Experience	78,869	92,520	107,364	105,495	125,627	147,828
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	49,542	58,329	67,937	71,974	86,738	102,917
	Average Experience	68,437	80,561	93,670	92,421	110,587	130,503
	High Experience	82,246	96,499	111,859	108,734	129,503	152,321
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	43,258	50,649	58,738	63,039	75,837	90,308
	Average Experience	59,160	69,536	81,028	80,877	97,269	115,465
	High Experience	70,998	83,538	97,307	95,584	114,547	135,767
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	42,386	49,999	58,328	61,356	74,278	88,963
	Average Experience	58,762	69,406	81,130	79,388	96,030	114,455
	High Experience	70,902	83,684	97,666	94,319	113,527	135,245
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	45,982	53,722	62,190	65,063	77,938	92,386
	Average Experience	62,632	73,411	85,233	82,976	99,341	117,645
	High Experience	74,921	87,805	101,892	97,655	116,717	138,179
		Technical Writer, Sr.			Translator		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	58,567	70,399	83,708	35,212	41,939	48,602
	Average Experience	75,013	90,203	107,104	45,278	53,408	62,542
	High Experience	91,309	109,456	129,354	53,508	63,460	74,535
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	60,663	73,299	87,318	35,629	42,712	49,925
	Average Experience	78,185	94,090	111,591	46,324	55,113	64,923
	High Experience	95,240	114,020	134,554	55,222	65,906	77,680
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	52,608	63,292	75,427	31,428	37,430	43,582
	Average Experience	67,482	81,400	97,065	40,522	47,949	56,193
	High Experience	82,420	99,257	117,907	48,040	57,021	67,047
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	52,018	63,008	75,425	30,420	36,403	42,720
	Average Experience	67,304	81,509	97,420	39,570	47,218	55,709
	High Experience	82,547	99,644	118,591	47,312	56,562	66,859
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	55,776	66,938	79,483	33,569	39,923	46,321
	Average Experience	71,286	85,615	101,645	43,135	50,892	59,530
	High Experience	86,660	103,888	123,012	50,988	60,397	70,836

PR & Media

Public Relations Coordinator			Public Relations Account Manager			Public Relations Director		
10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
37,735 53,169 63,973	45,577 64,619 77,907	54,226 77,662 93,693	54,716 70,941 87,118	66,533 86,397 105,828	79,986 103,803 126,533	70,599 88,041 110,613	100,627 124,395 154,702	135,549 166,741 208,670
38,248 54,856 66,454	46,649 67,144 81,234	55,995 80,977 97,717	56,523 73,876 90,878	69,187 90,126 110,274	83,418 108,181 131,644	72,106 90,137 113,446	103,146 127,612 158,578	139,044 170,699 212,847
33,628 47,732 57,484	40,800 58,067 70,120	48,689 69,896 84,622	49,132 63,784 78,559	59,796 77,896 95,878	72,018 93,993 115,248	63,406 79,248 100,327	90,957 113,289 142,959	123,833 154,672 194,695
32,585 46,995 57,038	39,855 57,638 70,004	47,980 69,775 84,786	48,436 63,513 78,617	59,416 77,941 96,216	71,944 94,303 115,882	61,420 77,244 98,371	88,974 111,386 142,412	122,029 154,481 194,822
35,926 50,665 60,880	43,423 61,490 74,014	51,668 73,783 88,916	52,132 67,450 82,701	63,295 82,020 100,430	75,973 98,503 120,283	65,011 80,713 101,512	92,246 114,457 144,073	125,069 155,726 195,910
Public Relations Specialist			Public Relations Manager			Vice President, Public Relations		
10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
37,735 53,169 63,973	45,577 64,619 77,907	54,226 77,662 93,693	66,395 85,083 102,689	80,870 103,093 123,863	96,975 123,100 147,388	81,013 110,950 140,363	127,170 171,859 217,877	181,899 247,502 313,953
38,248 54,856 66,454	46,649 67,144 81,234	55,995 80,977 97,717	67,764 87,078 105,275	82,720 105,691 127,066	99,373 126,283 151,153	82,869 113,792 143,969	130,459 175,849 222,085	185,948 251,778 318,195
33,628 47,732 57,484	40,800 58,067 70,120	48,689 69,896 84,622	59,671 76,524 92,888	72,667 93,266 112,787	87,543 112,069 135,233	72,798 100,643 128,419	115,905 159,583 203,459	169,182 231,669 295,034
32,585 46,995 57,038	39,855 57,638 70,004	47,980 69,775 84,786	57,701 74,518 90,910	70,662 91,290 110,882	85,552 110,159 133,764	70,793 98,689 126,699	114,019 159,467 203,612	169,169 231,866 295,214
35,926 50,665 60,880	43,423 61,490 74,014	51,668 73,783 88,916	61,271 78,027 94,151	74,218 94,525 113,954	88,882 113,232 136,557	74,347 101,826 129,697	117,084 160,641 204,730	170,267 233,140 297,020

Marketing: PR & Media

		Media Buyer			Media Marketing Manager		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	43,808	52,255	61,932	62,234	75,868	91,065
	Average Experience	55,342	66,569	79,171	79,832	96,870	115,803
	High Experience	66,518	80,067	95,175	96,852	116,988	139,380
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	43,931	52,745	62,739	63,466	77,550	93,264
	Average Experience	55,939	67,512	80,443	81,648	99,265	118,787
	High Experience	67,459	81,362	96,803	99,246	120,006	142,964
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	39,925	47,724	56,453	55,994	68,131	82,045
	Average Experience	50,514	60,640	72,173	71,722	87,445	105,205
	High Experience	60,593	73,005	87,185	87,429	106,319	127,480
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	38,378	46,202	54,917	54,041	66,132	80,044
	Average Experience	48,986	59,111	70,757	69,718	85,455	103,265
	High Experience	59,065	71,602	86,087	85,438	104,384	125,739
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	41,857	49,799	58,729	57,573	69,721	83,468
	Average Experience	52,654	63,004	74,711	73,283	88,786	106,366
	High Experience	62,957	75,551	89,826	88,769	107,478	128,749
		Media Planner			Media Relations Manager		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	56,975	69,307	83,223	48,090	58,363	70,124
	Average Experience	72,908	88,615	106,207	61,364	74,797	89,961
	High Experience	88,582	107,335	128,176	74,140	90,281	108,327
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	58,454	71,420	85,978	48,416	59,060	71,165
	Average Experience	75,195	91,595	109,850	62,154	75,961	91,479
	High Experience	91,561	111,017	132,523	75,287	91,807	110,218
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	51,376	62,615	75,357	43,921	53,238	63,866
	Average Experience	65,903	80,319	96,614	55,940	68,137	82,261
	High Experience	80,289	97,664	117,196	67,534	82,563	99,682
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	51,932	63,593	76,902	42,399	51,704	62,353
	Average Experience	67,017	82,105	99,172	54,405	66,664	81,046
	High Experience	82,073	100,268	120,531	66,054	81,355	98,883
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	54,382	66,168	79,409	45,916	55,441	66,290
	Average Experience	69,599	84,531	101,281	58,205	70,627	84,876
	High Experience	84,500	102,359	122,430	70,016	85,180	102,393

Media Marketing Director

10th Percentile	Mean	90th Percentile
67,120	98,636	135,443
84,872	123,512	168,703
106,318	153,033	210,325
68,513	101,090	138,935
86,860	126,707	172,674
109,019	156,898	214,506
60,314	89,095	123,732
76,330	112,458	156,557
96,293	141,273	196,269
58,340	87,108	121,927
74,324	110,550	156,397
94,325	140,606	196,401
61,915	90,411	124,967
77,836	113,623	157,611
97,515	142,419	197,494

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Sales: General

		Account Coordinator			Account Supervisor		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	44,730	54,808	66,760	56,589	68,985	82,760
	Average Experience	60,161	74,526	90,554	73,566	89,242	106,505
	High Experience	72,847	89,816	108,551	87,633	105,767	125,702
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	43,478	53,530	64,950	55,599	67,815	81,479
	Average Experience	58,667	72,344	87,806	72,349	87,963	105,283
	High Experience	70,743	87,088	105,494	86,365	104,556	124,598
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	40,140	49,197	59,599	51,106	62,060	74,496
	Average Experience	53,865	66,382	80,707	66,153	80,485	96,611
	High Experience	64,909	80,038	97,260	79,014	95,948	114,711
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	38,036	47,003	57,363	49,442	60,333	72,652
	Average Experience	51,650	64,113	78,299	64,405	78,580	94,544
	High Experience	62,649	77,638	94,633	77,136	93,898	112,650
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	41,335	50,329	60,589	52,588	63,601	75,917
	Average Experience	54,941	67,244	81,219	67,659	81,766	97,597
	High Experience	65,802	80,567	97,365	80,298	96,922	115,639
		Account Executive			Executive Vice President, Group Account Director		
		10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
Northeast CT, MA, ME, NH, NY, RI, VT	Low Experience	51,290	60,931	71,661	69,559	99,198	133,684
	Average Experience	64,006	76,174	89,577	87,896	124,197	166,474
	High Experience	74,716	88,793	104,219	106,465	149,192	200,889
Middle-Atlantic DE, MD, NJ, PA, VA, WV, Washington, DC	Low Experience	51,282	61,035	71,841	71,031	101,670	137,134
	Average Experience	64,133	76,389	89,917	89,986	127,410	170,429
	High Experience	74,919	89,126	104,730	109,171	152,999	205,034
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	Low Experience	46,691	55,231	64,764	62,479	89,620	122,063
	Average Experience	57,949	68,836	81,192	79,113	113,103	154,415
	High Experience	67,515	80,461	94,986	96,431	137,069	187,286
South AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX	Low Experience	44,997	53,597	63,219	60,497	87,634	120,236
	Average Experience	56,338	67,340	79,864	77,109	111,199	154,220
	High Experience	66,003	79,123	93,857	94,463	135,761	187,384
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	Low Experience	48,560	57,307	67,027	64,085	90,928	123,285
	Average Experience	60,087	71,149	83,550	80,580	114,270	155,468
	High Experience	69,814	82,820	97,322	97,651	138,381	188,457

Sales Representative			Sales & Marketing Director		
10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
60,556	71,880	84,164	87,236	173,121	280,634
76,485	90,331	105,256	128,357	253,751	411,688
91,498	107,486	124,695	185,678	369,259	599,369
59,506	70,782	83,032	89,305	177,119	284,923
75,396	89,220	104,174	131,675	258,034	415,501
90,406	106,436	123,763	189,749	373,307	601,413
55,047	65,394	76,842	78,506	160,792	263,244
69,706	82,712	96,818	117,025	237,621	388,485
83,856	98,977	115,644	172,789	347,880	568,648
53,044	63,300	74,606	76,501	160,692	263,448
67,594	80,437	94,449	115,148	237,823	388,481
81,593	96,646	113,771	172,805	347,974	567,989
55,955	66,201	77,437	79,982	161,852	264,964
70,385	83,153	97,153	118,211	239,138	391,327
84,255	99,310	116,020	173,888	350,339	573,343
Sales & Marketing Manager			Vice President, Sales & Marketing		
10th Percentile	Mean	90th Percentile	10th Percentile	Mean	90th Percentile
66,836	80,400	95,360	103,849	125,228	148,953
92,934	111,038	131,007	136,672	163,940	195,865
115,689	137,552	161,790	159,295	191,904	229,375
68,220	82,234	97,705	106,472	128,467	152,754
95,196	113,884	134,392	140,193	167,879	199,986
118,669	141,093	165,715	163,204	196,007	233,616
60,062	72,238	86,037	93,976	114,074	136,819
83,780	100,726	119,529	124,900	151,975	182,500
105,097	125,736	149,898	147,477	178,726	214,406
58,090	70,234	84,044	92,001	112,176	135,481
81,782	98,772	117,674	123,112	151,732	182,575
103,158	123,963	149,607	147,119	178,780	214,581
61,663	73,794	87,399	95,225	115,245	138,134
85,176	101,909	120,731	126,146	153,031	183,644
106,259	126,990	150,958	148,548	179,851	215,751

Design

General

These are the various, popular positions in the workforce right now if you've got a knack for all things Photoshop, Illustrator, video editing — even fashion design.

3D Animator

Designs and develops complex graphics and/or 3D animation, special effects, interactive images, or other visual images using film technology, video, graphics, web design, and multimedia. A certain degree of creativity and latitude is required. Typically reports to a supervisor or manager.

Apparel Tech Designer

Develops and manages the technical specification packages for apparel prototypes. Evaluates garments for quality, leads fit sessions and makes recommendations for pattern improvements. Must keep up with fashion trends and innovative ways to integrate technology into the process. Requires a bachelor's degree in clothing and textiles or related field.

Artist

Develops, sketches and prints creative ideas for a variety of media. Provides support for company advertising and promotional efforts. May require 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices and procedures. Typically reports to a supervisor or manager.

CAD Designer

Transforms rough designs into working documents using Computer-Aided Design (CAD). Must have a complete understanding of fashion, function and technology. May require an associate degree and 0-2 years of relevant experience. Relies on instructions and established guidelines. Works under immediate supervision.

Fashion Designer

Sketches designs, selects fabrics and patterns, and gives instructions on how to make original clothing, accessories and footwear. May require a bachelor's degree in a related field, such as fashion design or fashion merchandising. A high level of creativity, communication and computer skills is expected. Works under immediate supervision.

Graphic Designer

Produces graphic art, visual materials and content. Generates/manipulates images, animation, text and video. May require a bachelor's degree or its equivalent and 2-4 years of experience in the field or a related area. Typically reports to a manager. A high level of creativity and latitude is expected.

Motion Graphic Designer

Produces visual materials for promotions, advertisements, packaging, etc. Generates and manipulates graphic images, animation, sound, text and video in multimedia programs. May require a bachelor's degree and 2-4 years of relevant experience. Typically reports to a supervisor. Significant creativity and latitude is expected.

Illustrator

Creates graphs, charts, schematics and drawings. May require a bachelor's degree in a related area and 2-4 years of work experience. Works under general supervision, typically reporting to a manager. A degree of creativity and latitude is expected.

Package Designer

Develops outer designs of products. Calculates dimensions of new products or product enhancements and estimates material needed. May require a bachelor's degree and 0-2 years of relevant experience. Relies on instructions and established guidelines. Typically reports to a supervisor.

Photo Retoucher

Checks, assembles and repairs photographs, negatives and transparencies. Requires a high school diploma or its equivalent and 0-2 years of experience. Relies on instructions and established guidelines. Works under immediate supervision.

Production Artist

Produces basic graphic sketches, designs and copy layouts for online content. Processes images and graphics and creates backgrounds. Also produces HTML pages. May require an associate degree or equivalent and 0-2 years of experience. Often entry level. Relies on instructions and established guidelines. Works under immediate supervision. Typically reports to a manager.

User Experience Designer

Performs and incorporates market research, visual design, communications, psychology, and computer science, and designs the human-computer interface for optimal effectiveness. Includes easily navigable content, graphic design, and finishing for maximum aesthetic appeal. Utilizes familiarity and expertise with systems and coding languages, which may include HTML, Javascript, Perl, Rails, CSS, C++ and XML/XSL. Has knowledge of programs like Photoshop, Illustrator, InDesign, Adobe Dreamweaver, HTML, ActionScript and more. Learns and stays current with new technical skills as the need arises. May require an associate degree with 0-2 years of experience in the field or in a related area. Typically reports to a manager.

Web Designer

Designs and constructs web pages/sites, incorporating Graphic User Interface (GUI) features and other techniques. Provides ongoing design support of promotions, banners, etc. May require a bachelor's degree in a related area and 4-6 years of experience in the field. Typically reports to a manager. A high degree of creativity and latitude is expected.

Video Editor

Responsible for editing film to meet length constraints and ensuring compliance to established censorship laws. May require an associate degree with 2-4 years of relevant experience. Works under general supervision. Some creativity and latitude is required.

Art Director

Supervises creative design and directs and develops visuals that communicate an organization's objectives. Requires a bachelor's degree with several years of relevant experience. Extensive creativity and latitude is expected. Reports to the Creative Director.

Creative Services Manager

Responsible for managing complex creative projects. May require an associate degree or its equivalent and 2-4 years of experience in the field or in a related area. Familiar with a variety of field concepts, practices and procedures. A degree of creativity and latitude is expected. Typically reports to a supervisor.

Creative Director

Responsible for directing all creative work. May oversee print production, graphic art and desktop publishing. Assists with audience research and develops creative briefs and design concepts. Requires a bachelor's degree with several years of relevant experience. Extensive creativity and latitude is expected.

Graphic Designer, Supervisor

Oversees the production of graphic art, visual materials and content for a graphic design team. May require a bachelor's degree or its equivalent and at least 4 years of experience in the field or a related area. A high level of creativity and latitude is expected.

Instructional Designer

Designs training programs for employees or customers. Develops and updates course content and coordinates learning curriculum. Conducts analysis to identify new needs and recommends training methods. Requires a bachelor's degree in area of specialty and at least 4 years of experience. Typically reports to a manager.

Web Creative Director

Consults with other senior team members to produce design projects, internal campaigns, and identify new innovations and opportunities in the online industry. Directs the collaborative efforts of a group of creative professionals. Contributes to the innovative development of products and services that are cutting edge in the industry. Requires a bachelor's degree with several years of relevant experience. Extensive creativity and latitude is expected.

Digital

Content

Ever wonder who the geniuses are that dream up your favorite web experiences? Welcome to the world of digital content. These people ideate what you see when you visit your favorite website.

Web Content Administrator

Monitors trends and activities on the internet to develop guidelines to increase presence and improve design and usability. Works closely with other departments, such as marketing and engineering, to ensure that site content is accurate. May require a degree in area of specialty and 0-2 years of experience.

Web Content Specialist

Writes and edits web content that can be read by search engines and online audiences. Optimizes web content using required style guides and graphic standards. Reviews website regularly to ensure content accuracy, timeliness, and relevance. Anticipates emerging trends, technologies, needs, and potentialities as they pertain to the organization. May require a degree in area of specialty and several years of experience in the field.

Web Marketing Analyst

Analyzes and documents search engine marketing (SEM) efforts and search engine optimization (SEO) performance for websites, and evaluates the effectiveness of online marketing campaigns. Analyzes website traffic continually from all marketing sources; identifies, analyzes, and interprets data regarding customer trends and behavior. May require a degree in area of specialty and several years of experience in the field.

Web Marketing Manager

Leads and directs the work of a digital marketing team. Familiar with a variety of the field's concepts, practices and procedures. Requires a bachelor's degree and 2-4 years experience in the field or in a related area. Typically reports to a department head.

Web Strategist

Plans and implements multichannel digital strategies. Helps create innovative ideas to provide solutions based on consumer insight and data. Requires a bachelor's degree in area of specialty and several years of experience in the field. Typically reports to a department head.

Development & Management

These people love all things on the web. They speak code, probably know Mr. Robot and build what you see when you visit a website.

Database Administrator

Coordinates physical changes to computer databases. Calculates optimum values for database parameters, such as amount of computer memory to be used by database. Modifies database programs to increase processing performance. Workers typically specialize in one or more types of management systems. May require a degree in area of specialty and 0-2 years of experience.

Information Architect

Designs and builds relational databases for data storage or processing. Develops strategies for warehouse implementation, data acquisition and archive recovery. May require a bachelor's degree in a related area and 2-4 years of experience in the field or in a related area. Typically reports to a supervisor.

Flash Developer

Understands the scope of the program, including simple animation, motion and shape tweening. Has knowledge of a variety of coding and development concepts (HTML, JavaScript, CSS, etc.). May require a bachelor's degree in a related area and 2-4 years of experience in the field.

Front End Developer

Develops, tests, implements and maintains web-base systems. Has knowledge of a variety of coding and development concepts (HTML, JavaScript, CSS, etc.). May require a bachelor's degree in a related area and at least 2-4 years of experience in the field. Typically reports to a manager.

Interactive Producer

Determines and translates business needs into interactive technology solutions, and refines interactive processes based on project requirements. Manages interactive projects across multiple digital platforms. Utilizes knowledge of current web technologies, software programming, and content development methodologies, as well as communication, leadership, and project management skills. Requires a bachelor's degree and 0-2 years of experience in the field or in a related area.

Interactive Director

Establishes and implements user interface design, common user interface standards, GUI prototypes, development methodologies, etc. Oversees digital operations, sales products, and strategies that may include web, social media, email, interactive business solutions, promotions, and mobile initiatives. May require an advanced degree with several years of experience in the field. A wide degree of creativity and latitude is expected. Typically reports to a head of a department.

Search Engine Optimization (SEO) Specialist

Uses traffic tracking applications to collect and analyze data, recognize user patterns and trends, and formulate effective marketing techniques. Requires a bachelor's degree and 2-4 years of experience in the field or related area. A certain degree of creativity and latitude is required. Typically reports to a supervisor.

User Experience Manager

Interacts with R&D, manufacturing, operations, and product managers to conduct user research, testing, and optimization of new and existing devices, and delivers analyses to senior executives. Uses Agile, Scrum, or other methods, such as contextual inquiry, field research, or usability testing session, to research and develop applications. May require a bachelor's degree and 2-4 years of experience in the field.

Web Developer

Designs, develops and implements software packages for websites with advanced knowledge of various web-enabling computer languages (such as C++, Java, and Python) and markup languages (such as HTML and SGML). Troubleshoots, debugs and implements software code. May require a bachelor's degree and 2 years of relevant experience. Some creativity and latitude required. Typically reports to a manager.

Web Production Assistant

Assists with daily web production, project prioritization, and scheduling to keep organization and websites up-to-date. Prepares documentation and archiving for projects including schedules, budgets, detailed specifications, and search engine optimization. May require a bachelor's degree and 0-2 years of relevant experience.

Web Producer

Directs and facilitates the overall technical content and other related content issues for an online entity. Oversees management and launching of new digital projects, and maintains and optimizes live projects from concept through all phases of implementation. Utilizes knowledge of HTML, web design, JavaScript, Photoshop, CSS, and other writing and design programs. May require an advanced degree in a related area and several years of experience in the field. Typically reports to top management.

eCommerce

Now, take the world of digital content, and apply the ability to purchase items from your favorite website. A purchasing experience on a website is vastly different than a sole content experience, and thus requires special experience. Welcome to the world of eCommerce.

eCommerce Specialist

Manages all eCommerce platforms and associated tools that allow customers to purchase through a website. Utilizes data analytics tools to create reports. Responsible for testing upgrades to software, internal search terms, knowledge transfer and implementing best SEO practices. Requires a bachelor's degree and 2-4 years of experience in the field.

eCommerce Manager

Identifies and designs an organization's eCommerce goals. Helps develop an internet/extranet strategy and coordinates efforts across all IT functions to support company's business strategy. Requires a bachelor's degree in area of specialty and several years of experience in the field or in a related area. Typically reports to a manager or department head.

eCommerce Marketing Manager

Heads the development and execution of marketing strategies to promote products or services directly to online customers. Contributes to the design and implementation of website marketing plans. Requires a bachelor's degree and several years of experience in the field or in a related area.

eCommerce Marketing Director

Manages and maintains websites and develops and implements eCommerce marketing strategies to drive online sales growth. Develops and coordinates all online marketing activities to increase online traffic, customer loyalty, and retention. Identifies opportunities for online sales traffic optimization and provides recommendations to improve program performance. Requires a bachelor's degree with at least 12 years of experience in the field.

eCommerce Sales Director

Develops and implements marketing strategies to increase website conversion rates, revenue, profitability, site traffic, and reduce cart abandonment rates. Evaluates new web technologies for brand building and increased sales. Stays abreast of competitive sites and new technologies, sites, and media that will influence user behavior. Requires a bachelor's degree with several years of experience in the field.

Marketing

Marketing Positions

You'll likely find these positions in any marketing department across any industry. They're vital to a brand's success, and are unique in that they bridge gaps between all departments within a company. Marketing positions range anywhere from customer feedback and trend insight, to sales support and proposal writing for clients.

Advertising Studio Manager

Collaborates with art directors, project managers, account executives, and designers to ensure the desired ad results are achieved. Develops estimates and monitors budgets. Keeps current on graphic arts, print production, and technologies, including software, hardware, and processes. May require a degree or several years of experience in the field or in a related area.

Brand Manager

Manages, develops and implements brand activities to maximize sales. Analyzes performance, competition and trends. Works with sales teams. May require a bachelor's degree and several years of experience in the field. A wide degree of creativity and latitude is expected. Typically reports to a senior manager.

Business Development Manager

Helps develop strategic relationships with partners or potential customers. Manages marketing, sales and product development teams. Requires a bachelor's degree and several years of experience in the field or in a related area. May report to an executive or a manager. A wide degree of creativity and latitude is expected.

Internal Communications Manager

Manages the communications programs within an organization. Oversees staff and monitors accuracy and timeliness of information distributed. May act as a liaison with the public relations or communications department. Requires a bachelor's degree and several years of experience. Typically reports to a department head.

Internal Communications Director

Directs communications programs within the organization. Oversees preparation of internal communications and ensures accuracy and timeliness of information distributed. Requires a bachelor's degree and several years of experience. Typically reports to a top executive.

Internal Publications Manager

Manages and coordinates publications of organizational policies and procedures and ensures effective communication. May require a bachelor's degree and several years of experience. A wide degree of creativity and latitude is expected. Typically reports to a department head.

Investor Relations Manager

Oversees communication with shareholders and handles requests for information. Ensures compliance with SEC regulations. Requires a bachelor's degree in area of specialty and several years of experience. A wide degree of creativity and latitude is expected. Typically reports to top management.

Marketing Admin

Helps structure various marketing campaigns, monitors and assesses their performance, and examines opportunities for improvement. May also help maintain company's online presence.

Marketing Analyst

Performs advanced statistical analysis of customer data to improve marketing capabilities. Tracks, measures and manages marketing and advertising campaigns and identifies areas to improve effectiveness. Examines and analyzes statistical data to forecast future marketing trends. Prepares reports of findings. May require a bachelor's degree and several years of experience in the field.

Marketing Associate

Assists in supporting a broad range of marketing activities and/or promotes sales and creates goodwill for organization's products or services among customers or prospects. Supports activities in promotional programs, including coordination of printing, copy editing, shipping, and delivery of materials. Monitors industry trends. May require a bachelor's degree and several years of experience in the field.

Marketing Consultant

Manages day-to-day product or service marketing activities for new and existing products or services. Implements/executes internal and external marketing materials, programs, and processes, such as flyers, brochures, promotions, direct mail, merchandising, and advertising to help achieve business goals through effective marketing materials and programs. Supports product or service development through collaboration with leaders in sales, marketing, credit policy, and/or product or service development to determine launch strategies for new products or services and program rollouts. May require a bachelor's degree and several years of experience in the field.

Marketing Coordinator

Coordinates and implements marketing communication projects including public relations, special events, advertising and brand awareness. Organizes the preparation of proposals and presentations. A certain degree of creativity and latitude is required. Typically reports to a manager. May require a bachelor's degree and several years of experience in the field.

Marketing Manager

Develops marketing plans, monitors the marketing environment and adjusts plans accordingly. Works on pricing policies and recommends appropriate sales channels. Requires a bachelor's degree with several years of experience. A wide degree of creativity is expected. Typically reports to a department head.

Marketing Representative

Plans own work schedules within limits assigned. Encourages sales and creates goodwill for firm's products or services among customers or prospects, and supports a broad range of marketing activities. May require a bachelor's degree and several years of experience in the field.

Marketing Specialist

Designs, creates and delivers marketing programs. Develops sales presentations and provides reports based on marketing trends, competition, new products and pricing. Requires a bachelor's degree and 2-4 years of relevant experience. Extensive creativity and latitude is expected. Typically reports to a supervisor.

Marketing Information Supervisor

Supervises and coordinates activities of employees engaged in providing internal data on an organization's products, services or ideologies to the sales departments or other appropriate departments. May recruit, hire & train employees. May require a bachelor's degree and several years of experience in the field or in a related area.

Marketing Director

Directs and oversees an organization's marketing policies, objectives and initiatives. Conducts market research and develops marketing plans. Monitors the marketplace and adjusts plans accordingly. Requires a bachelor's degree and several years of experience in the field. A wide degree of creativity is expected. Typically reports to top management.

Vice President, Marketing

Directs the marketing function, including policies, objectives and initiatives. Identifies changes in the marketing environment and evaluates the marketing plan. Requires a bachelor's degree and at least 10 years of experience. Demonstrates expertise in a variety of the field's concepts, practices and procedures. Typically reports to top management.

Chief Marketing Executive

Plans and directs all aspects of an organization's marketing department. Demonstrates expertise in field concepts, practices and procedures. Requires a bachelor's degree with at least 15 years of experience in the field.

Market Research Analyst

Collects and analyzes data to evaluate existing and potential product/service markets. Identifies and monitors competitors and researches market conditions or changes in the industry that may affect sales. Requires a bachelor's degree and several years of experience in the field or in a related area. May report to an executive or a manager. A wide degree of creativity and latitude is expected.

Market Research Manager

Manages market research efforts. Sets policies and practices for gathering research on market conditions, competitors and consumer trends. Analyzes and presents gathered research. Requires a bachelor's degree in area of specialty and several years of experience. A wide degree of creativity and latitude is expected. Typically reports to a department head.

Vice President, Market Research

Directs and oversees an organization's market research function. Evaluates current sales and forecasts future trends. Ensures that marketing efforts are focused. Requires a bachelor's degree in area of specialty and at least 10 years of experience. Leads and directs the work of others. Typically reports to top management.

Print Coordinator

Ensures all orders coming in and leaving the print facility are accurate. Has ability to reprioritize projects to manage competing priorities. May produce presentations and other creative print media. May require an associate degree or its equivalent and 2-4 years of experience in the field or related area. A degree of creativity and latitude is expected. Typically reports to a supervisor.

Print Production Coordinator

Coordinates print production schedules, print specifications and cost analysis reports for internal budget approval. Initiates requests for bids, customer quotations and purchase orders for vendors. May require an associate degree or its equivalent and 2-4 years of experience in the field or in a related area. Typically reports to a supervisor.

Print Production Manager

Manages and approves print production schedules, print specifications and internal budgets. Oversees requests for bids, customer quotes and purchase orders. May require an associate degree or its equivalent and several years of experience in the field or in a related area. Typically reports to a department head.

Production Manager

Oversees the production of advertising and marketing materials. Sets print production schedules, selects vendors and manages budgets. Communicates technical information to design staff and attends press checks. Relies on extensive experience and judgment to plan and accomplish goals. May require an associate degree or its equivalent and several years of experience in the field or in a related area. Typically reports to a department head.

Product Manager

Manages, develops and implements marketing activities to maximize sales of an assigned product. Analyzes product performance, its competition and trends in the marketplace. Works with sales teams. May require a bachelor's degree and several years of experience in the field. A wide degree of creativity and latitude is expected. Typically reports to a senior manager.

Project Manager

Oversees the implementation and execution of marketing and creative projects. Sets schedules, selects vendors and manages budgets. Communicates technical information and relies on extensive experience to plan and accomplish goals. May require an associate degree or its equivalent and several years of experience in the field or in a related area. Typically reports to a department head.

Social Media Specialist

Responsible for defining and executing a specific social media strategy, as well as cultivating and managing branded online communities on the company's behalf. Excellent writing and editing skills for multiple media channels. May require a bachelor's degree and several years of experience in the field.

Social Media Strategist

Develops and maintains a comprehensive social media strategy. Interprets site analytics, researches target demographics, defines key performance indicators, and implements enterprise level measurement, analytics, and reporting methods to gauge success. Applies marketing research and development methods to learn and understand current and emerging social media trends and technologies. Requires a bachelor's degree in area of specialty and 2-4 years of experience in the field or in a related area. Typically reports to a supervisor.

Communications

How your favorite brands are marketed or communicated to you to appeal to you isn't coincidental: it's science. And the Einsteins behind these formulas? They belong to the world of communications marketing.

Channel Marketing Manager

Identifies, develops and manages organization's channel marketing strategies. Requires a bachelor's degree in area of specialty and 2-4 years of experience in the field or in a related area. A wide degree of creativity and latitude is expected. Typically reports to a manager.

Communications Analyst

Evaluates user needs and recommends communications equipment, services, installation and enhancements. Analyzes communications records and interprets results of overall communications. Evaluates current economic conditions and prepares forecasts. May require a bachelor's degree and several years of experience in the field or in a related area.

Communications Manager

Creates, implements and oversees communications programs that effectively describe and promote the organization and its products. May aid in the preparation of presentations and/or speeches geared toward employees. Requires a bachelor's degree and several years of experience in the field. Typically reports to a department head.

Communications Marketing Manager

Creates, implements and oversees marketing communications programs that effectively describe and promote the organization. Oversees the preparation of presentations and speeches geared toward employees. May require a bachelor's degree and several years of experience. Typically reports to a department head.

Communications Director

Directs and oversees communications programs. May conduct market or public opinion research. Suggests promotional campaign ideas in various types of media. Counsels top management on effective communication strategies. Requires a bachelor's degree with at least 10 years of experience. Typically reports to top management.

Vice President, Communications

Plans and directs communications programs that promote the organization and its products. Oversees market or public opinion research. Approves campaign ideas in various types of media and advises top management on communication strategies. Requires a bachelor's degree with at least 15 years of experience. Typically reports to top management.

Content

Similar to your favorite web experiences, your favorite brand experiences start somewhere. That awesome event you attended, article you read or cheeky billboard on your morning commute? You can thank a content marketing team somewhere.

Copy Editor

Coordinates with writers, producers and other copy contributors to ensure consistency in style, tone and quality. Requires a bachelor's degree and 0-2 years of relevant experience. Typically reports to a manager.

Copywriter

Writes, proofreads and edits copy. Familiar with standard concepts, practices and procedures within a particular field. Requires a bachelor's degree and 2-4 years of experience in the field or in a related area. A certain degree of creativity and latitude is required. Typically reports to a manager.

Editor

Writes, edits and proofreads a variety of documents. Plans and prepares stories for dissemination. Ensures that all documents meet established content standards. Requires a bachelor's degree in a related area, as well as 2-4 years of relevant experience. Some creativity and latitude is required. Typically reports to a supervisor.

Fact Checker

Proofreads copy and looks for factual errors. Works closely with editors and writers to ensure articles are accurate before they are published. Commonly entry-level employees with writing, English or communications degrees.

Proofreader

Proofreads materials for accurate use of grammar and content. Corrects any grammatical, typographical or compositional errors in original copy. Commonly employees with 2-4 years of experience and writing, English or communications degrees. Typically reports to a supervisor.

Speech Writer

Writes speeches, briefings and other documents for key executives. Plans and edits in-house communications, editorials, press releases and articles. Requires a bachelor's degree and several years of experience. A wide degree of creativity and latitude is expected. May report to an executive or a manager.

Technical Editor

Analyzes developments in specific field to determine need for revisions, corrections, and changes in previously-published materials and development of new material. Reviews draft of manuscript, and makes recommendations for changes. May specialize in particular type of publication, such as manuals, handbooks, articles, or proposals.

Technical Writer

Writes technical articles, reports, brochures and manuals. May require a bachelor's degree and 2-4 years of experience in the field or in a related area. A certain degree of creativity and latitude is expected. Typically reports to a supervisor or manager.

Technical Writer, Sr.

Coordinates technical liaison services of newly developed product processing practices between management, production, sales and customers. Informs customers of updates, specifications and end-uses of products. May require a bachelor's degree and several years of experience in the field or in a related area.

Technical Writer Supervisor

Supervises technical writers and ensures standard documentation methods are followed. Provides guidance on documenting complex technical information. May require a bachelor's degree and several years of experience in the field or in a related area. Typically reports to a manager or department head.

Translator

Translates written documents and spoken words from one language to another. Must be well-versed in industry vocabulary. May require a bachelor's degree and 2-4 years of relevant experience. Some creativity and latitude is required. Typically reports to a manager or department head.

Public Relations & Media

So, a brand has a great team of folks building content — everywhere from online to in person — maybe they're even selling their products to them through eCommerce. Now, how do they get the word out to the industry in general? That's where PR steps in.

Public Relations Coordinator

Prepares and disseminates information regarding an organization and helps maintain a favorable public image. Familiar with standard concepts, practices and procedures within a particular field. Requires a bachelor's degree and 2-4 years of experience in the field or a related area. A certain degree of creativity and latitude is required. Typically reports to a manager.

Public Relations Specialist

Specializes in maintaining an organization's favorable image. Familiar with a variety of the field's concepts, practices and procedures to best position an organization. Requires a bachelor's degree and 4-6 years of experience in the field or in a related area.

Public Relations Account Manager

Manages client relationships within an agency and helps develop public relations strategies. May supervise multiple teams of account executives and coordinators. Utilizes excellent communication, project management, customer service, organizational and leadership skills. May require a bachelor's degree and several years of experience in the field or in a related area.

Public Relations Manager

Develops and implements procedures for the public relations department. Maintains favorable public image for employer by communicating company programs and/or points of view. Prepares and distributes news releases, fact sheets, etc. to media outlets. Requires a bachelor's degree in a related area and several years of experience in the field. Typically reports to a department head.

Public Relations Director

Directs and implements public relations strategies. Manages media relations, editorial placement and speaking opportunities. Develops press releases and white papers. Requires a bachelor's degree and several years of experience. A wide degree of creativity and latitude is expected. Typically reports to top management.

Vice President, Public Relations

Plans and directs all aspects of an organization's public relations policies, objectives and initiatives. Ensures all external communications result in positive public relations. Maintains public good will towards the organization. Requires a bachelor's degree with at least 10 years of experience. Typically reports to top management.

Media Buyer

Negotiates, schedules and buys appropriate media. Identifies target audience and ensures media will reach it. May require a bachelor's degree and 2-4 years of experience in the field or in a related area. Typically reports to a supervisor.

Media Planner

Develops media plans and identifies target audiences and ideal media outlets based on community needs, ratings data, and viewer demographics. Recommends media mix and frequency. May require a bachelor's degree and 2-4 years of experience in the field or in a related area. Typically reports to a manager.

Media Marketing Manager

Adjusts media marketing schedules as the need arises due to changes in the field and optimization strategies. Studies demographic data and consumer profiles to identify target audiences of media advertising. Reads trade journals and professional literature to stay informed of trends, innovations, and changes that affect media planning. May require a bachelor's degree and several years of experience in the field or in a related area.

Media Relations Manager

Develops and implements policies and procedures for relationships between the media and the organization. Prepares summaries of media activity for senior management and may serve as the company's spokesperson. Requires a bachelor's degree in area of specialty and several years of experience in the field. A wide degree of creativity and latitude is expected. Typically reports to a department head.

Media Marketing Director

Directs, plans, and administers media programs. Selects specific programs and negotiates media to ensure optimum use of budgeted funds and long-term contracts. Studies demographic data and consumer profiles to identify target audiences of media advertising. Reads trade journals and professional literature to stay informed of trends, innovations, and changes that affect media planning. Requires a bachelor's degree and several years of experience in the field or in a related area.

Sales

General

Show us the money, honey — sales drive a brand's revenue. Whether selling to other brands (i.e. clients) or to consumers (i.e. customers), sales are the reason all those other departments are able to innovate, update and continuously provide fresh, relevant content and experiences.

Account Coordinator

Coordinates scheduling and promotions, and maintains client relationships. Familiar with a variety of the field's concepts, practices and procedures. May require a bachelor's degree in the field or in a related area and 2-4 years of experience. A wide degree of creativity and latitude is expected. Typically reports to a manager.

Account Executive

Develops and maintains favorable relationships with new and existing clients to increase revenue. Ensures goods or services consistently meet client needs. May be responsible for sustaining and renewing client contracts. May require a bachelor's degree in area of specialty and 2-4 years of experience in the field or in a related area. Typically reports to a manager.

Account Supervisor

Develops and maintains relationships with clients. May be responsible for client contracts. Reports sales activities and creates sales quotes for customers. Typically handles larger or more complex client accounts. May require a bachelor's degree and several years of experience in the field or in a related area. Reports to a manager or department head.

Executive Vice President, Group Account Director

Directs advertising campaigns and ensures all advertising efforts work toward the organization's objectives. Requires a bachelor's degree with at least 15 years of experience. A wide degree of creativity and latitude is expected. Typically reports to top management.

Sales Representative

Answers all questions concerning a product or service, with appropriate coordination of sales negotiations. Closes transactions and takes orders. Analyzes and interprets records of present and past sales, trends, costs, estimated and realized revenue, administrative commitments, and obligations incurred for management. May require a bachelor's degree and 0-2 years of experience in the field.

Sales & Marketing Manager

Oversees an organization's sales and marketing programs and develops strategic objectives. Establishes sales territories and quotas, manages budgets and evaluates performance. Develops programs and materials. Requires a bachelor's degree with several years of experience in the field. Typically reports to top management.

Sales & Marketing Director

Develops and oversees the sales and marketing functions, ensuring employees are organized for maximum sales volume and marketing strategies. Requires a bachelor's degree and several years of experience in the field. Typically reports to top management.

Vice President, Sales & Marketing

Plans and directs all aspects of an organization's sales and marketing departments. Identifies key marketing outlets and competitive sales strategies. Requires a bachelor's degree with at least 15 years of experience in the field. Typically reports to top management."



2018 Salary Guide

