

# TOP 16 FOR '16

Salary Guide for the year's most in-demand digital, creative and marketing talent.

The following is a list of the 16 most in-demand professionals from Onward Search for 2016. Provided for each is a list of the top 20 hottest job markets and the associated salary ranges in that region. Whether you're looking to hire top talent or negotiate your own worth, this data will help guide the way.



## #1 PRODUCT DESIGNER

MEDIAN SALARY \$95K

RELATED TITLES: UI Designer, Interaction Designer, Visual Designer, Interface Designer

### Top 20 Job Markets & Salary Ranges

1. San Francisco, CA \$90k – \$133k	6. Austin, TX \$63k – \$93k	11. Dallas, TX \$68k – \$100k	16. Orlando, FL \$60k – \$88k
2. New York, NY \$91k – \$134k	7. Los Angeles, CA \$72k – \$105k	12. Dallas, TX \$71k – \$104k	17. Jersey City, NJ \$89k – \$131k
3. Seattle, WA \$72k – \$106k	8. Atlanta, GA \$84k – \$123k	13. Denver, CO \$64k – \$94k	18. Minneapolis, MN \$64k – \$92k
4. Boston, MA \$85k – \$126k	9. Washington, DC \$82k – \$121k	14. Portland, OR \$65k – \$96k	19. Philadelphia, PA \$70k – \$103k
5. Chicago, IL \$80k – \$118k	10. San Diego, CA \$67k – \$99k	15. Charlotte, NC \$72k – \$106k	20. Houston, TX \$76k – \$111k

## #2 UX DESIGNER

MEDIAN SALARY \$100K

RELATED TITLES: UX Product Designer, UI Designer, Usability Researcher, Mobile UX Designer, Information Architect

### Top 20 Job Markets & Salary Ranges

1. New York, NY \$94k – \$138k	6. Austin, TX \$66k – \$96k	11. Portland, OR \$68k – \$100k	16. Charlotte, NC \$75k – \$110k
2. San Francisco, CA \$94k – \$138k	7. Los Angeles, CA \$74k – \$109k	12. Dallas, TX \$71k – \$104k	17. Philadelphia, PA \$73k – \$107k
3. Seattle, WA \$75k – \$110k	8. Atlanta, GA \$86k – \$127k	13. Denver, CO \$66k – \$98k	18. Houston, TX \$78k – \$115k
4. Chicago, IL \$84k – \$123k	9. Washington, DC \$84k – \$123k	14. Phoenix, AZ \$59k – \$86k	19. Minneapolis, MN \$61k – \$90k
5. Boston, MA \$87k – \$128k	10. San Diego, CA \$70k – \$103k	15. Jersey City, NJ \$92k – \$136k	20. Orlando, FL \$62k – \$91k

## #3 FRONT-END DEVELOPER

MEDIAN SALARY \$85K

RELATED TITLES: UI Developer, Web Developer, HTML5 Developer, Wordpress Developer, Interactive Developer, Flash Developer

### Top 20 Job Markets & Salary Ranges

1. New York, NY \$74k – \$123k	6. Seattle, WA \$58k – \$97k	11. Dallas, TX \$55k – \$92k	16. Jersey City, NJ \$68k – \$113k
2. San Francisco, CA \$73k – \$122k	7. Austin, TX \$51k – \$85k	12. San Jose, CA \$77k – \$128k	17. Portland, OR \$53k – \$88k
3. Chicago, IL \$65k – \$108k	8. Atlanta, GA \$67k – \$111k	13. Denver, CO \$52k – \$87k	18. Charlotte, NC \$58k – \$97k
4. Boston, MA \$68k – \$113k	9. Los Angeles, CA \$58k – \$97k	14. Philadelphia, PA \$57k – \$95k	19. Orlando, FL \$48k – \$80k
5. Washington, DC \$67k – \$111k	10. San Diego, CA \$55k – \$91k	15. Houston, TX \$61k – \$102k	20. Minneapolis, MN \$48k – \$79k

## #4 DIGITAL DESIGNER

MEDIAN SALARY \$72K

RELATED TITLES: Visual Designer, Web Designer, Integrated Designer, Interactive Designer

### Top 20 Job Markets & Salary Ranges

1. New York, NY \$65k – \$95k	6. Boston, MA \$61k – \$89k	11. Philadelphia, PA \$50k – \$73k	16. Charlotte, NC \$51k – \$76k
2. San Francisco, CA \$64k – \$94k	7. Austin, TX \$44k – \$65k	12. Dallas, TX \$48k – \$71k	17. Jersey City, NJ \$62k – \$90k
3. Chicago, IL \$57k – \$84k	8. Atlanta, GA \$60k – \$89k	13. Phoenix, AZ \$40k – \$59k	18. Houston, TX \$54k – \$79k
4. Seattle, WA \$51k – \$75k	9. Los Angeles, CA \$51k – \$75k	14. Denver, CO \$45k – \$66k	19. Orlando, FL \$42k – \$62k
5. Washington, DC \$60k – \$88k	10. San Diego, CA \$47k – \$70k	15. Portland, OR \$46k – \$68k	20. Minneapolis, MN \$41k – \$61k

## #5 FULL STACK DEVELOPER

MEDIAN SALARY \$106K

RELATED TITLES: UX Developer, Android Developer, iOS Developer, Mobile Developer, Product Developer, Application Developer

### Top 20 Job Markets & Salary Ranges

1. New York, NY \$101k – \$149k	6. Washington, DC \$92k – \$135k	11. Denver, CO \$71k – \$104k	16. Minneapolis, MN \$65k – \$96k
2. San Francisco, CA \$101k – \$148k	7. Austin, TX \$70k – \$103k	12. Portland, OR \$73k – \$107k	17. Charlotte, NC \$78k – \$119k
3. Chicago, IL \$90k – \$132k	8. Los Angeles, CA \$80k – \$118k	13. San Jose, CA \$105k – \$155k	18. Philadelphia, PA \$81k – \$114k
4. Boston, MA \$94k – \$138k	9. Atlanta, GA \$93k – \$137k	14. Houston, TX \$84k – \$124k	19. Jersey City, NJ \$95k – \$140k
5. Seattle, WA \$81k – \$119k	10. San Diego, CA \$75k – \$110k	15. Dallas, TX \$76k – \$112k	20. Phoenix, AZ \$63k – \$92k

## #6 DIGITAL COPYWRITER

MEDIAN SALARY \$63K

RELATED TITLES: Content Strategist, Content Creator, Copy Editor, Technical Copywriter

### Top 20 Job Markets & Salary Ranges

1. New York, NY \$62k – \$91k	6. Philadelphia, PA \$48k – \$71k	11. Portland, OR \$46k – \$67k	16. Denver, CO \$45k – \$66k
2. Chicago, IL \$56k – \$82k	7. Austin, TX \$44k – \$65k	12. San Diego, CA \$47k – \$69k	17. Houston, TX \$43k – \$77k
3. San Francisco, CA \$61k – \$89k	8. Atlanta, GA \$55k – \$81k	13. Dallas, TX \$48k – \$70k	18. Minneapolis, MN \$51k – \$60k
4. Boston, MA \$56k – \$83k	9. Washington, DC \$59k – \$86k	14. Columbus, OH \$45k – \$66k	19. Phoenix, AZ \$39k – \$57k
5. Los Angeles, CA \$50k – \$73k	10. Seattle, WA \$50k – \$74k	15. Jersey City, NJ \$60k – \$88k	20. Richmond, VA \$47k – \$69k

## #7 DIGITAL PRODUCER

MEDIAN SALARY \$71K

RELATED TITLES: Interactive Producer, Web Product Manager, Multimedia Producer, Video Producer, Product Manager

### Top 20 Job Markets & Salary Ranges

1. New York, NY \$60k – \$100k	6. Los Angeles, CA \$50k – \$81k	11. Chicago, IL \$52k – \$87k	16. Phoenix, AZ \$37k – \$61k
2. San Francisco, CA \$59k – \$99k	7. Houston, TX \$49k – \$82k	12. Dallas, TX \$45k – \$74k	17. Charlotte, NC \$47k – \$79k
3. San Diego, CA \$44k – \$73k	8. Atlanta, GA \$55k – \$92k	13. Raleigh, NC \$42k – \$70k	18. Portland, OR \$43k – \$71k
4. Boston, MA \$62k – \$103k	9. Washington, DC \$55k – \$91k	14. Salt Lake City, UT \$39k – \$65k	19. Denver, CO \$42k – \$70k
5. Seattle, WA \$47k – \$78k	10. Boston, MA \$57k – \$94k	15. Baltimore, MD \$46k – \$77k	20. Jersey City, NJ \$57k – \$95k

## #8 INTERACTIVE PROJECT MANAGER

MEDIAN SALARY \$83K

RELATED TITLES: Digital Project Manager, Creative Services Project Manager, Traditional Project Manager, Technical Project Manager, Project Lead, Program Manager

### Top 20 Job Markets & Salary Ranges

1. New York, NY \$78k – \$115k	6. Austin, TX \$56k – \$82k	11. San Diego, CA \$59k – \$87k	16. Phoenix, AZ \$50k – \$73k
2. San Francisco, CA \$77k – \$113k	7. Boston, MA \$74k – \$109k	12. Denver, CO \$57k – \$83k	17. Portland, OR \$57k – \$84k
3. Seattle, WA \$64k – \$93k	8. Atlanta, GA \$72k – \$106k	13. Dallas, TX \$60k – \$89k	18. Jersey City, NJ \$74k – \$108k
4. Chicago, IL \$71k – \$104k	9. Washington, DC \$71k – \$104k	14. San Jose, CA \$83k – \$122k	19. Philadelphia, PA \$62k – \$91k
5. Los Angeles, CA \$63k – \$92k	10. Houston, TX \$67k – \$98k	15. Charlotte, NC \$62k – \$92k	20. Minneapolis, MN \$52k – \$76k

## #9 CREATIVE DIRECTOR

MEDIAN SALARY \$102K

RELATED TITLES: Art Director, Design Director, Creative Services Director

### Top 20 Job Markets & Salary Ranges

1. New York, NY \$98k – \$163k	6. Boston, MA \$90k – \$150k	11. Dallas, TX \$73k – \$122k	16. Portland, OR \$70k – \$116k
2. San Francisco, CA \$97k – \$162k	7. Atlanta, GA \$85k – \$141k	12. Philadelphia, PA \$71k – \$118k	17. Charlotte, NC \$73k – \$121k
3. Chicago, IL \$86k – \$144k	8. Seattle, WA \$77k – \$128k	13. San Diego, CA \$72k – \$120k	18. Phoenix, AZ \$60k – \$100k
4. Los Angeles, CA \$77k – \$128k	9. Houston, TX \$72k – \$120k	14. Denver, CO \$69k – \$114k	19. Minneapolis, MN \$63k – \$105k
5. Washington, DC \$82k – \$137k	10. Austin, TX \$68k – \$113k	15. Jersey City, NJ \$89k – \$148k	20. Columbus, OH \$69k – \$116k

## #10 MARKETING ANALYST

MEDIAN SALARY \$60K

RELATED TITLES: Marketing Operations Analyst, Campaign Analyst

### Top 20 Job Markets & Salary Ranges

1. New York, NY \$56k – \$93k	6. Seattle, WA \$44k – \$73k	11. Austin, TX \$39k – \$65k	16. Minneapolis, MN \$36k – \$59k
2. Chicago, IL \$49k – \$81k	7. Los Angeles, CA \$43k – \$72k	12. Phoenix, AZ \$34k – \$57k	17. Portland, OR \$40k – \$66k
3. San Francisco, CA \$57k – \$94k	8. Boston, MA \$51k – \$86k	13. Denver, CO \$35k – \$65k	18. Charlotte, NC \$44k – \$73k
4. Houston, TX \$46k – \$77k	9. Atlanta, GA \$49k – \$82k	14. Philadelphia, PA \$43k – \$72k	19. San Diego, CA \$41k – \$68k
5. Washington, DC \$48k – \$81k	10. Dallas, TX \$42k – \$70k	15. Jersey City, NJ \$50k – \$84k	20. Orlando, FL \$36k – \$60k

## #11 DIGITAL MARKETING MANAGER

MEDIAN SALARY \$87K

RELATED TITLES: Digital Media Manager, Online Marketing Manager, Web Marketing Manager, Marketing Manager

### Top 20 Job Markets & Salary Ranges

1. New York, NY \$85k – \$126k	6. Atlanta, GA \$79k – \$116k	11. San Diego, CA \$65k – \$95k	16. Portland, OR \$63k – \$92k
2. San Francisco, CA \$83k – \$125k	7. Los Angeles, CA \$69k – \$102k	12. Houston, TX \$73k – \$128k	17. Philadelphia, PA \$67k – \$99k
3. Chicago, IL \$77k – \$128k	8. Washington, DC \$71k – \$114k	13. Denver, CO \$62k – \$91k	18. Phoenix, AZ \$54k – \$84k
4. Seattle, WA \$69k – \$110k	9. Austin, TX \$67k – \$89k	14. Jersey City, NJ \$62k – \$121k	19. Orlando, FL \$57k – \$80k
5. Boston, MA \$81k – \$119k	10. Dallas, TX \$66k – \$96k	15. San Jose, CA \$87k – \$128k	20. Minneapolis, MN \$56k – \$83k

## #12 GRAPHIC DESIGNER

MEDIAN SALARY \$55K

RELATED TITLES: Packaging Designer, Presentation Designer, 2D Designer, Graphics Editor, Illustrator, Graphic Artist, Multimedia Designer, Experiential Designer

### Top 20 Job Markets & Salary Ranges

1. New York, NY \$45k – \$75k	6. Washington, DC \$41k – \$68k	11. Dallas, TX \$34k – \$56k	16. Denver, CO \$32k – \$53k
2. San Francisco, CA \$45k – \$75k	7. Seattle, WA \$35k – \$59k	12. Houston, TX \$37k – \$62k	17. Minneapolis, MN \$29k – \$48k
3. Chicago, IL \$40k – \$66k	8. Atlanta, GA \$41k – \$69k	13. Charlotte, NC \$35k – \$59k	18. Portland, OR \$32k – \$54k
4. Los Angeles, CA \$35k – \$59k	9. Austin, TX \$31k – \$52k	14. Jersey City, NJ \$42k – \$70k	19. Philadelphia, PA \$35k – \$58k
5. Boston, MA \$42k – \$70k	10. San Diego, CA \$33k – \$55k	15. Orlando, FL \$29k – \$49k	20. Phoenix, AZ \$28k – \$46k

## #13 SOCIAL MEDIA MANAGER

MEDIAN SALARY \$62K

RELATED TITLES: Community Manager, Brand Ambassador, Search Marketing Manager

### Top 20 Job Markets & Salary Ranges

1. New York, NY \$59k – \$98k	6. Los Angeles, CA \$45k – \$76k	11. San Diego, CA \$43k – \$72k	16. Jersey City, NJ \$57k – \$95k
2. San Francisco, CA \$58k – \$97k	7. Seattle, WA \$46k – \$77k	12. Houston, TX \$43k – \$72k	17. Philadelphia, PA \$58k – \$96k
3. Chicago, IL \$52k – \$86k	8. Atlanta, GA \$53k – \$88k	13. Phoenix, AZ \$39k – \$60k	18. Orlando, FL \$48k – \$74k
4. Washington, DC \$52k – \$86k	9. Austin, TX \$41k – \$68k	14. Denver, CO \$41k – \$69k	19. Portland, OR \$42k – \$70k
5. Boston, MA \$54k – \$90k	10. Dallas, TX \$44k – \$73k	15. Minneapolis, MN \$38k – \$63k	20. Charlotte, NC \$46k – \$76k

## #14 SEM MANAGER

MEDIAN SALARY \$91K

RELATED TITLES: SEM/SEO Manager, Search Engine Marketing Manager, Paid Search Manager, SEM Analyst, Implementation Specialist

### Top 20 Job Markets & Salary Ranges

1. New York, NY \$84k – \$140k	6. Austin, TX \$60k – \$101k	11. San Diego, CA \$64k – \$107k	16. Denver, CO \$61k – \$102k
2. San Francisco, CA \$83k – \$139k	7. Los Angeles, CA \$68k – \$114k	12. Washington, DC \$77k – \$128k	17. Arlington, VA \$75k – \$126k
3. Chicago, IL \$77k – \$128k	8. Dallas, TX \$65k – \$109k	13. Charlotte, NC \$69k – \$115k	18. Philadelphia, PA \$67k – \$112k
4. Seattle, WA \$69k – \$115k	9. San Jose, CA \$87k – \$144k	14. Houston, TX \$72k – \$121k	19. Orlando, FL \$57k – \$95k
5. Atlanta, GA \$80k – \$133k	10. Boston, MA \$80k – \$134k	15. Jersey City, NJ \$83k – \$139k	20. Portland, OR \$62k – \$104k

## #15 PRESENTATION DESIGNER

MEDIAN SALARY \$60K

RELATED TITLES: PowerPoint Designer, Keynote Designer, Infographic Designer, CAD Designer

### Top 20 Job Markets & Salary Ranges

1. New York, NY \$57k – \$95k	6. Atlanta, GA \$51k – \$86k	11. Charlotte, NC \$45k – \$75k	16. Denver, CO \$40k – \$66k
2. San Francisco, CA \$57k – \$94k	7. Boston, MA \$55k – \$91k	12. Dallas, TX \$43k – \$71k	17. Portland, OR \$41k – \$68k
3. Chicago, IL \$50k – \$84k	8. Washington, DC \$50k – \$84k	13. Jersey City, NJ \$53k – \$89k	18. Phoenix, AZ \$35k – \$59k
4. Seattle, WA \$45k – \$75k	9. Austin, TX \$40k – \$66k	14. San Diego, CA \$42k – \$70k	19. Philadelphia, PA \$44k – \$71k
5. Los Angeles, CA \$47k – \$78k	10. Houston, TX \$47k – \$79k	15. Orlando, FL \$37k – \$62k	20. Minneapolis, MN \$37k – \$63k

## #16 EMAIL MARKETING MANAGER

MEDIAN SALARY \$66K

RELATED TITLES: Email Marketing Analyst, Push Marketing Specialist, Campaign Marketer

### Top 20 Job Markets & Salary Ranges

1. New York, NY \$62k – \$103k	6. Atlanta, GA \$54k – \$90k	11. Dallas, TX \$46k – \$77k	16. Portland, OR \$44k – \$74k
2. San Francisco, CA \$61k – \$102k	7. Los Angeles, CA \$48k – \$80k	12. San Diego, CA \$46k – \$76k	17. San Jose, CA \$64k – \$107k
3. Chicago, IL \$54k – \$91k	8. Houston, TX \$51k – \$85k	13. Denver, CO \$43k – \$72k	18. Jersey City, NJ \$59k – \$98k
4. Seattle, WA \$49k – \$81k	9. Washington, DC \$54k – \$90k	14. Phoenix, AZ \$38k – \$63k	19. Minneapolis, MN \$40k – \$66k
5. Boston, MA \$57k – \$94k	10. Austin, TX \$43k – \$71k	15. Charlotte, NC \$49k – \$81k	20. Orlando, FL \$40k – \$67k

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