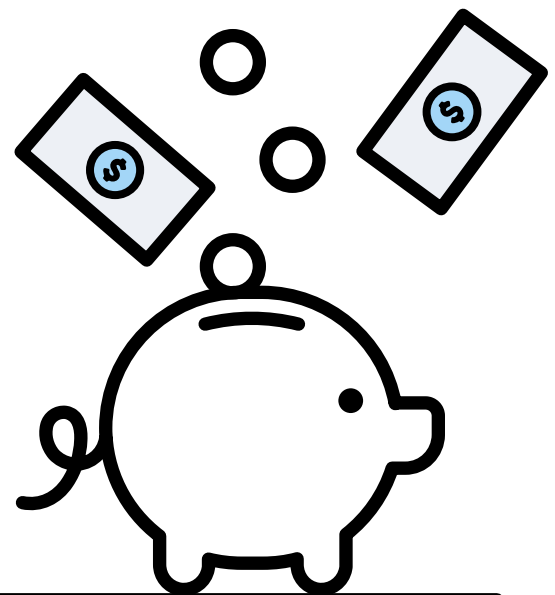


◦ CREATIVE TALENT

THE 2020 SALARY GUIDE





THE GUIDE IS:

A single-source salary guide that averages the data from 10 other guides and captures it in one resource.

YOU WILL LEARN:

- How your salary compares to the national average
- How far your salary will stretch by city
- Whether or not an advanced degree helps you land a better job
- What soft job skills you should hone for 2020
- The hot jobs for top creative talent

3	ARTISAN UNDERSTANDS DIGITAL, CREATIVE & MARKETING TALENT
4	ONE RESOURCE TO RULE THEM ALL
5	2020 JOB OUTLOOK FOR EMPLOYEES
6	2020 JOB OUTLOOK FOR EMPLOYERS
9	5 FAST CAREER TIPS
10	HOW FAR DOES YOUR SALARY STRETCH?
11	SALARY GUIDE
14	COST OF LIVING COMPARISON
15	CONTACT
16	SOURCES



◦ **ARTISAN UNDERSTANDS**

DIGITAL, CREATIVE & MARKETING TALENT

Our mission is to foster connections between employers seeking top digital, creative, and marketing talent and job seekers looking for the best places to work. Whether you're in New York, San Francisco, or somewhere in between, we offer our extensive experience in building bridges between employers and job seekers.

Our boutique creative talent agency has a unique approach to making the right connections—and we've honed, mastered, and put it to work since 1988.

Our secret? It's the realization that we're humans helping humans. And it shines through in the way our talent recruiting agency gets to know the real you and understands what you're looking for.

Artisan Talent is an award-winning creative staffing agency in the business of connecting people. We never forget our mission.

That's what makes us Artisan.





◦ THE GUIDE

ONE RESOURCE TO RULE THEM ALL

The 2020 Salary Guide for Creative Talent is one go-to resource that ties everything together, “rules them all.” That’s because we gathered and extrapolated data from 10 leading salary guides all in one place. Instead of going on your own quest to find salary data and facing the confusion of conflicting numbers, we’ve done the work for you again this year.

You’re welcome!

We know salaries for talent vary wildly by geography, candidate experience, company size, and regional and national market factors.

Understanding the salary landscape for 2020 will help workers map their career goals and employers create more accurate hiring plans.

This guide will take all of the conflicting data, average it out, and give it to you all in one place.

Understanding the salary landscape for 2020 will help workers map their career goals and employers create more accurate hiring plans.

So throw out your variance calculations and Excel spreadsheets and sit back and enjoy The 2020 Salary Guide for Creative Talent.



◦ **DIGITAL, CREATIVE & MARKETING**

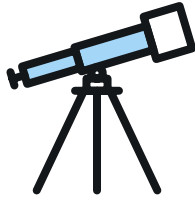
2020 JOB OUTLOOK FOR EMPLOYEES

As we write this, the job market shows signs of slowing as the U.S./China trade war heats up. Did you think the hiring boom could go on forever?

For job seekers, 2019 was the year of the candidate market, as unemployment dropped to 2% in many cities with widespread talent shortages felt in all job sectors. Strong job growth allowed for ample opportunities for those in the creative fields. Many workers took advantage and jumped ship for higher wages or better benefits.

In 2020, employers are expected to continue to invest in digital transformation, so watch for jobs to crop up in analytics, automation, and AI (artificial intelligence), as well as content gigs of all kinds. Of course, if you're an experience programmer anywhere in the stack, you'll have your pick of jobs next year.

For creative talent, freelancing will continue to be a hot job ticket no matter what happens to the U.S. economy. There are signs that more employers are outsourcing everything from programming to content writing. By 2020, one in five American workers will be a contract laborer.



◦ **DIGITAL, CREATIVE & MARKETING**

2020 JOB OUTLOOK FOR EMPLOYERS

For employers, 2020 will continue to pose difficulties as they seek top creative talent. Some of the recruiting obstacles we saw this year will carry over, including:

- Slow hiring processes and outdated technologies will cause top talent to abandon their applications
- Inadequate compensation and benefits will negatively affect employee retention
- Companies that fail to focus on diversity will fail to attract the best talent

Employers learned from the candidate-driven market, including the fact that job seekers view a long hiring process as a big negative. Top candidates will not wait; the job market is too appetizing.

Employers this year increasingly engaged external recruiting firms to pipeline passive job seekers to combat the talent shortage. Companies made greater use of freelancers to cut costs when talent was at a premium.

Businesses must work harder to retain top talent by improving corporate culture. Digital transformation will increase automation, pushing machine learning into every aspect of business. In 2020, employers will be on the lookout for talent that offers expertise in these areas.



TOP 10 DIGITAL, CREATIVE & MARKETING JOBS FOR 2020

- Content Strategist
- Front End Web Developer
- Marketing Analyst
- Marketing Automation Manager
- Product Manager
- Social Media Specialist
- Software Engineer
- User Experience (UX) Designer
- User Interface (UI Designer)
- Visual Designer

◦ TOP SKILLS FOR CREATIVE WORKERS

The creative jobs of the future will be hybrid roles. Software Developers will need to have design skills and Marketing Analysts will need to understand data visualization. The jobs of tomorrow are being shaped today, with huge implications for the creative fields. What is the number one thing you can do for your career?

KEEP LEARNING.

10 IN-DEMAND SOFT SKILLS FOR 2020

- Collaboration
- Communication
- Creativity
- Critical Thinking
- Emotional Intelligence
- Flexibility
- Judgment and Decision-Making
- Negotiation
- People Management
- Troubleshooting



◦ THE CREATIVE TEAMS OF TOMORROW WILL NEED:

BUSINESS SKILLS

- Accounting
- Business Development
- Business Process
- E-Commerce
- Store Management

DESIGN SKILLS

- Adobe Photoshop
- Adobe Acrobat
- Graphic Design
- InDesign
- Web Design



MARKETING AND SALES SKILLS

- Marketing
- Market Strategy
- Merchandising
- Sales
- Social Media

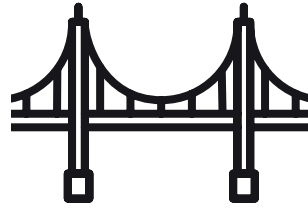


PRODUCT DEVELOPMENT AND MANAGEMENT SKILLS

- Accounting
- Business Development
- Business Process
- E-Commerce
- Store Management

PROGRAMMING AND SOFTWARE DEVELOPMENT SKILLS

- HTML/CSS
- Java
- JavaScript
- Software Engineering
- Technical Writing
- Web Site Development



◦ CREATIVE TALENT IN 2020

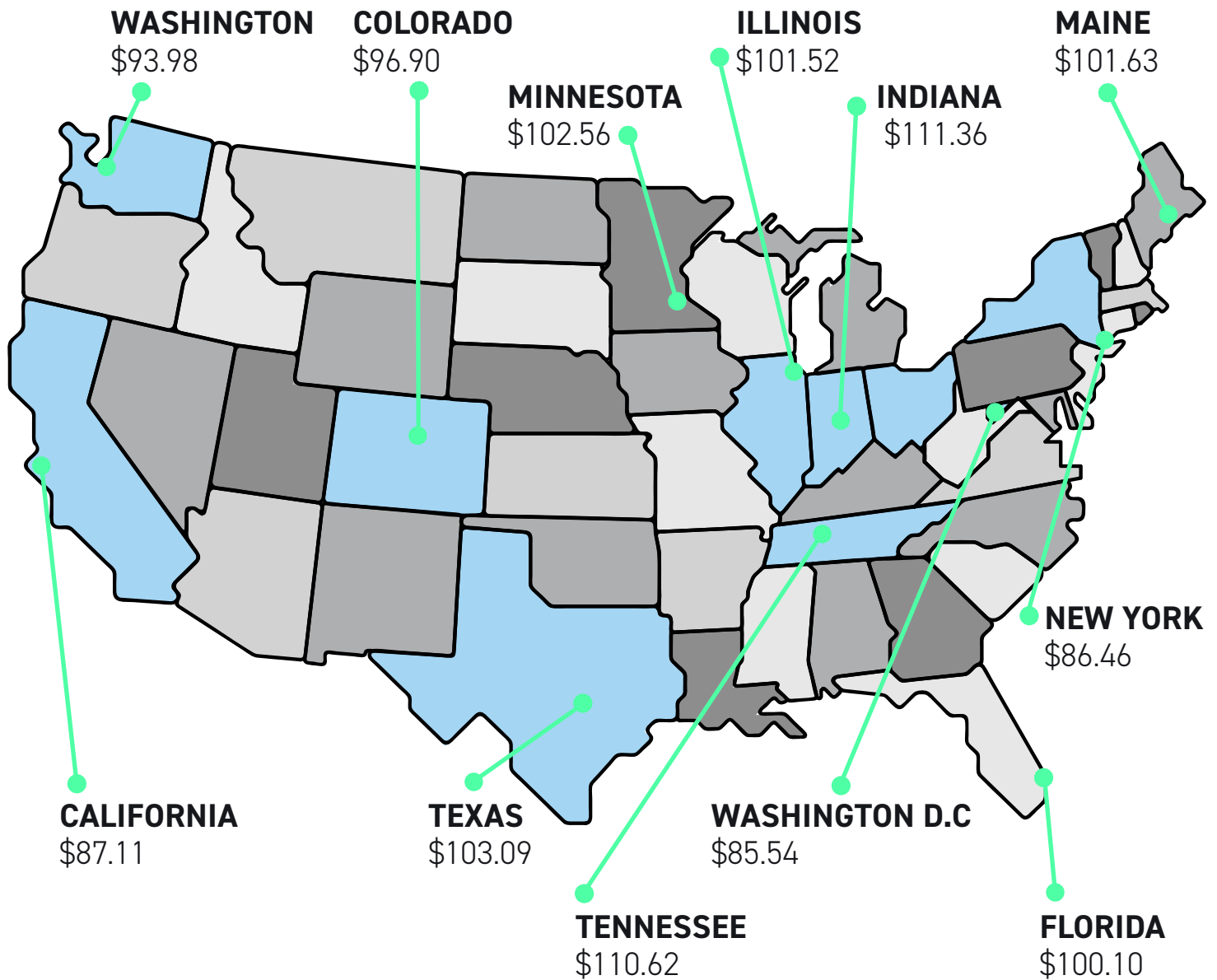
5 FAST CAREER TIPS

- 1** If you want the highest paying jobs in 2020, hone your digital technology skills. Machines augment every job and creatives that know how to customize a system will make about 41% more income than those that don't.
- 2** Get cozy with big data. Hot marketing jobs for the future will include data analytics and visualization.
- 3** Build your business acumen. 57% of engineering jobs require business skills. Workers with project management skills make 21% more than their peers.
- 4** More than half of all IT jobs require some digital design. UI and UX roles are growing by 35% annually.
- 5** The highest paying markets for tech workers are Boston, Austin, and San Francisco.*

◦ TECH TRENDS TO WATCH NEXT YEAR

- Automation
- Artificial Intelligence (AI)
- Big Data
- Data Visualization
- Internet of Things
- Machine Learning

** But these markets also have the highest cost of living in the nation.*



How Far Does Your Salary Stretch?

These numbers show the value of goods that \$100 can buy in each of these regions when compared to the national average. In simple terms, your dollar would stretch further if you lived in Ohio over California. Typically, we see salaries compensating for these cost of living variances.

Salaries are finally increasing again, a decade after the last recession. But it's important to factor in the cost of living against the salary. Cost of living varies by geography, of course, and as you'll see, the value of \$100 varies by city.



JOB TITLE	TIER 1 (San Francisco, New York)	TIER 2 (Chicago, Denver)	TIER 3 (Indianapolis, Las Vegas)
Art Director			
Junior (1-2 YRS)	\$ 56,000	\$ 61,500	\$ 61,200
Mid (3-5 YRS)	\$ 81,500	\$ 84,000	\$ 66,300
Senior (5+YRS)	\$112,000	\$120,000	\$102,000
Copywriter			
Junior (1-2 YRS)	\$ 51,000	\$ 51,750	\$ 47,000
Mid (3-5 YRS)	\$ 76,500	\$ 75,500	\$ 63,250
Senior (5+YRS)	\$110,000	\$ 99,000	\$ 81,600
Creative Director			
Junior (1-2 YRS)			
Mid (3-5 YRS)	\$153,000	\$118,000	\$ 96,900
Senior (5+YRS)	\$200,000	\$138,000	\$112,000
Design Director			
Junior (1-2 YRS)			
Mid (3-5 YRS)	\$117,000	\$101,000	\$ 81,600
Senior (5+YRS)	\$135,000	\$125,000	\$102,000
Digital Strategist			
Junior (1-2 YRS)	\$ 86,700	\$ 62,000	\$ 51,000
Mid (3-5 YRS)	\$102,000	\$ 91,800	\$ 76,500
Senior (5+YRS)	\$145,000	\$110,000	\$ 96,900
Editor			
Junior (1-2 YRS)	\$ 51,000	\$ 54,000	\$ 44,350
Mid (3-5 YRS)	\$ 66,000	\$ 72,000	\$ 60,000
Senior (5+YRS)	\$ 91,000	\$ 82,500	\$ 69,000
Front End Coder/Developer			
Junior (1-2 YRS)	\$ 77,500	\$ 70,000	\$ 53,000
Mid (3-5 YRS)	\$100,000	\$ 90,000	\$ 69,500
Senior (5+YRS)	\$112,000	\$100,000	\$ 86,700
Graphic Designer			
Junior (1-2 YRS)	\$ 46,000	\$ 47,000	\$ 44,000
Mid (3-5 YRS)	\$ 71,000	\$ 69,000	\$ 58,000
Senior (5+YRS)	\$ 98,000	\$ 88,000	\$ 71,400
Information Architect			
Junior (1-2 YRS)	\$ 91,800	\$ 82,500	\$ 66,300
Mid (3-5 YRS)	\$105,000	\$ 96,000	\$ 81,600
Senior (5+YRS)	\$130,000	\$120,000	\$ 97,000



JOB TITLE	TIER 1 (San Francisco, New York)	TIER 2 (Chicago, Denver)	TIER 3 (Indianapolis, Las Vegas)
Instructional Designer			
Junior (1-2 YRS)	\$ 71,400	\$ 64,000	\$ 53,500
Mid (3-5 YRS)	\$ 85,000	\$ 76,500	\$ 63,500
Senior (5+YRS)	\$100,000	\$ 90,000	\$ 75,000
Interaction Designer			
Junior (1-2 YRS)	\$ 76,500	\$ 78,000	\$ 61,000
Mid (3-5 YRS)	\$ 97,000	\$ 91,800	\$ 76,500
Senior (5+YRS)	\$117,000	\$101,000	\$ 91,800
Marketing Director			
Junior (1-2 YRS)			
Mid (3-5 YRS)	\$150,000	\$118,000	\$ 95,000
Senior (5+YRS)	\$200,000	\$138,000	\$120,000
Marketing Professional			
Junior (1-2 YRS)	\$ 71,500	\$ 51,000	\$ 46,000
Mid (3-5 YRS)	\$ 86,000	\$ 77,000	\$ 61,200
Senior (5+YRS)	\$102,000	\$127,500	\$102,000
Mobile Developer			
Junior (1-2 YRS)	\$102,000	\$ 81,600	\$ 71,500
Mid (3-5 YRS)	\$112,000	\$101,000	\$ 81,600
Senior (5+YRS)	\$138,700	\$125,000	\$102,000
Motion Graphics Designer			
Junior (1-2 YRS)	\$ 61,200	\$ 76,000	\$ 63,500
Mid (3-5 YRS)	\$ 76,500	\$ 89,000	\$ 74,000
Senior (5+YRS)	\$ 96,900	\$ 97,000	\$ 81,600
Presentation Specialist			
Junior (1-2 YRS)	\$ 49,000	\$ 51,500	\$ 49,500
Mid (3-5 YRS)	\$ 61,000	\$ 66,000	\$ 63,500
Senior (5+YRS)	\$103,400	\$ 93,000	\$ 73,000
Production Artist (Web)			
Junior (1-2 YRS)	\$ 49,000	\$ 50,000	\$ 41,000
Mid (3-5 YRS)	\$ 56,000	\$ 56,000	\$ 56,000
Senior (5+YRS)	\$ 66,300	\$ 66,500	\$ 59,000
Production Manager			
Junior (1-2 YRS)			
Mid (3-5 YRS)	\$ 66,000	\$ 73,500	\$ 61,500
Senior (5+YRS)	\$ 96,900	\$ 84,000	\$ 69,000

JOB TITLE	TIER 1 (San Francisco, New York)	TIER 2 (Chicago, Denver)	TIER 3 (Indianapolis, Las Vegas)
Project Manager			
Junior (1-2 YRS)	\$ 61,000	\$ 66,000	\$ 55,100
Mid (3-5 YRS)	\$ 76,500	\$ 81,000	\$ 67,500
Senior (5+YRS)	\$107,300	\$ 96,500	\$ 80,500
Proofreader			
Junior (1-2 YRS)	\$ 46,000	\$ 48,000	\$ 38,500
Mid (3-5 YRS)	\$ 56,000	\$ 54,000	\$ 44,000
Senior (5+YRS)	\$ 66,300	\$ 63,000	\$ 51,000
SEO Specialist			
Junior (1-2 YRS)	\$ 66,000	\$ 67,000	\$ 53,000
Mid (3-5 YRS)	\$ 90,000	\$ 89,000	\$ 66,300
Senior (5+YRS)	\$110,220	\$101,000	\$ 84,500
Social Media Specialist			
Junior (1-2 YRS)	\$ 46,000	\$ 46,000	\$ 47,500
Mid (3-5 YRS)	\$ 61,000	\$ 70,000	\$ 59,000
Senior (5+YRS)	\$ 81,600	\$ 78,000	\$ 64,000
Traffic Coordinator			
Junior (1-2 YRS)	\$ 43,000	\$ 49,000	\$ 40,800
Mid (3-5 YRS)	\$ 61,000	\$ 55,000	\$ 44,000
Senior (5+YRS)	\$ 66,300	\$ 60,000	\$ 49,000
UX Architect			
Junior (1-2 YRS)	\$ 86,000	\$ 78,000	\$ 61,500
Mid (3-5 YRS)	\$108,000	\$ 97,000	\$ 86,700
Senior (5+YRS)	\$145,350	\$130,000	\$102,000
UX Designer			
Junior (1-2 YRS)	\$ 66,000	\$ 64,000	\$ 56,000
Mid (3-5 YRS)	\$102,000	\$ 86,700	\$ 75,000
Senior (5+YRS)	\$127,500	\$106,000	\$ 94,000
UI Developer			
Junior (1-2 YRS)	\$102,000	\$ 91,000	\$ 70,000
Mid (3-5 YRS)	\$117,000	\$105,000	\$ 90,000
Senior (5+YRS)	\$145,350	\$130,000	\$102,000
Web Designer			
Junior (1-2 YRS)	\$ 70,500	\$ 60,500	\$ 50,500
Mid (3-5 YRS)	\$ 87,000	\$ 77,000	\$ 65,000
Senior (5+YRS)	\$106,500	\$ 96,500	\$ 81,000

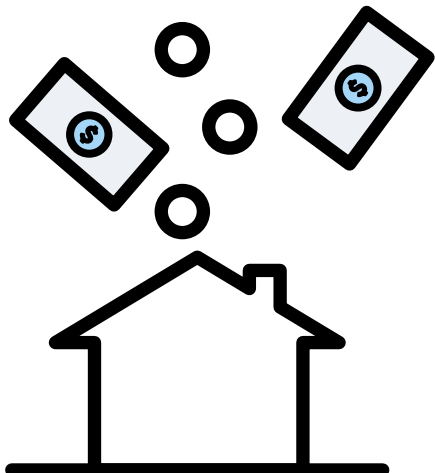


◦ LATTE

SAN FRANCISCO	CHICAGO
\$4.00	\$3.75
INDIANAPOLIS	NYC
\$3.25	\$4.25

◦ CLOTHING

SAN FRANCISCO	CHICAGO
\$84.00	\$66.00
INDIANAPOLIS	NYC
\$57.00	\$87.00



◦ RENT*

SAN FRANCISCO	CHICAGO
\$2,200	\$1,800
INDIANAPOLIS	NYC
\$1,500	\$2,300

* 1-bedroom apartment



◦ SALARIES

NEED MORE INFORMATION?

Our talented team would be happy to help!

Artisan is a creative staffing agency with a deep pool of digital, marketing, and creative talent. Whether you're hiring talent or finding work, we're here to make things easier for you. Our Account Managers and Talent Recruiters are leading the way to successful matches — and it all starts by nurturing a relationship with you. Contact us today to learn more about working together.

Get started today at [artisantalent.com](https://www.artisantalent.com)

◦ **CONTACT US TODAY**

INFO@ARTISANTALENT.COM
800.216.0600



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Indianapolis, IN

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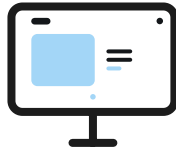
New York, NY

San Francisco, CA

Washington, DC



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Artisan Talent compiled and averaged the salaries found in 10 separate guides.

To read more about each of the careers listed in this guide, please visit the [Artisan Job Description](#) page on our website.

