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MARKETING & ADVERTISING

Trends + Salary Guide

A LETTER FROM KATHY LEONARD

The future of work is in our hands.

Another year with the pandemic in our rearview mirrors, and another year of employers and workers trying to figure out what the “new normal” actually means. And more important, what we all want it to mean.

Despite headlines about workers clamoring for fully remote work, it seems that most of us actually like seeing our coworkers in person from time to time.

We just don't enjoy the ambiguity that comes from learning how to operate in a hybrid world — where employers and workers are still negotiating a set of boundaries that have yet to really be defined.

Our view? A culture of flexibility is how you bend without breaking. But to achieve resilience, you need clarity. Clearly communicated expectations. Feedback. To not let “out of sight” become “out of mind.”

Clear communication has also become even more necessary in the era of salary transparency and pay equity. It's not just about what you're paying people, but how well you describe the factors driving your compensation decisions. And, of course, how you navigate those tough conversations while helping everyone feel valued for what they bring to the table.

And what a year for those conversations — because, as we predicted, the salary bubble has officially popped.

The sky-high salaries and premature promotions driven by the labor shortage of the last few years have given way to a job market correction. This can be a tough pill to swallow for talent, especially with rising costs of living — but ultimately it was inevitable.

It's never fun being in the messy middle of change. But at least we still have a chance to shape it. And with the expertise of our team, you don't have to go it alone — no matter which side of the interview table you're on. So let's work together to create a win-win. That opportunity is here, and it's in all of our hands. We can't wait to see what you do with it.

From all of us at Freeman+Leonard, thank you for being part of our community of talented marketing, advertising and creative professionals. We're glad you're here.

With gratitude,

Kathy Leonard

Kathy Leonard
President & CMO, Freeman+Leonard





JORDAN GOODWIN

The labor market is strong — so why doesn't it feel that way?

All traditional metrics point to a healthy job market, but the marketing and advertising industry is taking a hit.

So far in 2024, our recruiters' inboxes have been flooded with resumes from high-performing candidates laid off at the height of their careers.

Why? Despite slowing inflation rates¹ and a strong labor market², many leaders seem wary of trusting upward-trending economic patterns. Across the board, even profitable organizations are cutting costs³ to cushion against uncertainty. The fact that it's an election year only adds to the unease.

It's a tale as old as budgets themselves: When companies look to cut costs, marketing is often first to get the ax. Recent agency mergers and acquisitions⁴ have also created redundancies and added to the strain in our industry.

THE LAYOFF LANDSCAPE

If you've been impacted by layoffs, you're not alone.

Layoffs have been mentioned in earnings calls more than at any point since Q2 of 2020.⁵

February 2024's layoff numbers were the highest since 2009.⁶

These industries are going strong:



Healthcare and **construction** are growing, with gains expected throughout 2024. Companies with both a **B2B** and a B2C component are also more shielded from the impacts of current economic anxieties.

CULTURE IS KING

Culture matters more than ever, but many employers struggle to communicate why theirs is worth a look.

Hiring managers are losing out on great talent because they can't articulate why their company is a great place to work.

"Culture" can be a nebulous term, so let's begin by defining it. Your culture is not the sum of the perks and benefits you offer. Your culture is driven by your company's values — and how those values are embodied and experienced by the people working there.

A recent survey says that corporate culture is actually a much more reliable predictor of attrition than how employees feel about their compensation⁷. And with 74% of employees under 27 preferring companies whose policies and practices align with their personal beliefs⁸, this "trend" will only grow in significance as time goes on.

"Culture is often just hearsay," says Rachel Runnels, Freeman+Leonard's VP of Talent Solutions. "Even if you've been known as a 'burnout shop,' a lot can change in six months. Be ready to articulate those changes so we can help you sell candidates on the opportunity."

55%

of job seekers say they'd leave a new job if the culture was not aligned with their values or expectations⁹

36%

of job seekers believe that company culture is more important than ever in an increasingly remote work environment¹⁰

74%

of Gen Z employees say it's important that their employers' policies and practices align with their personal beliefs⁸



ROSEMARY SALFITI

CLICK TO JUMP TO SECTION:

[Hiring Trends & Strategies](#)[Salaries: Agency Roles](#)[Salaries: Corporate Roles](#)[Hot Jobs & In-Demand Skills](#)[Job-Hunting Tips](#)[Talent Solutions](#)[Career Solutions](#)[Resources](#)



RACHEL RUNNELS

REMOTE STILL REIGNS

Remote work options are still jobseekers' #1 requirement, but it's not a zero-sum game.

Despite many companies' return-to-office plans, jobseekers are unmoved.

Remote work is still the #1 factor affecting whether a candidate will apply to certain companies over others. While remote work is definitely here to stay, hybrid solutions are often more realistic for both employers and workers.

Fortunately, employers and candidates aren't as far apart on the remote work issue as they may think.

Data shows that most workers actually prefer hybrid work to fully remote¹¹. And, the gap between how often they want to work remotely and how much their employers plan to let them is only half a day. That's not much! Still, there are fewer fully remote jobs and more fully onsite jobs than employees would like¹².

Employers who do offer 100% remote work have a huge advantage when recruiting talent.

"With so many companies going to a hybrid environment, offering a fully remote role means you'll get your choice of candidates," says Andrea Tipton, EVP Marketing & Talent Solutions at Freeman+Leonard. "It's the largest talent pool you can possibly have to select from. A fully remote role is often the one thing that would make a passive candidate consider leaving their current employer."

"Some will even take a pay cut for it," says Rachel Runnels, VP of Talent Solutions at Freeman+Leonard. "I had a candidate in a hybrid role accept a job paying \$5,000 less because it was fully remote. Considering the cost of commuting, that trade-off was well worth it to her."

CLICK TO JUMP TO SECTION:

[Hiring Trends & Strategies](#)

[Salaries: Agency Roles](#)

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[Hot Jobs & In-Demand Skills](#)

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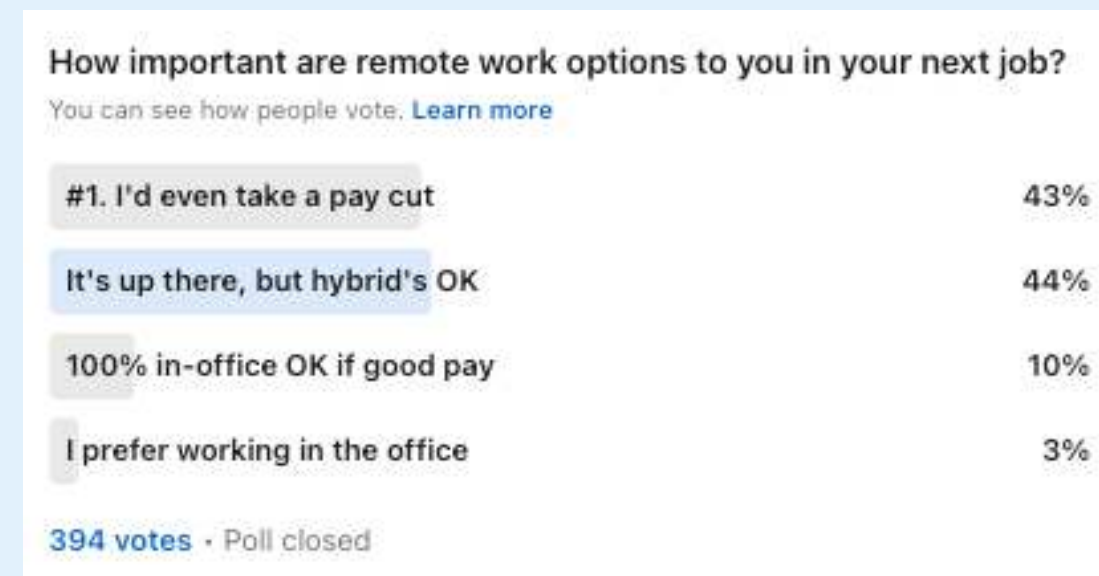
Still not **remotely** convinced?

CONSIDER THIS:

Return-to-office mandates don't help companies make more money.

A University of Pittsburgh study looked at a sample of Standard and Poor's 500 firms and found that return-to-office mandates led to "significant declines in employees' job satisfaction, but no significant changes in financial performance or firm values."¹³

43% of our LinkedIn poll respondents rate remote work as their #1 requirement; some would even consider a pay cut to get it.¹⁴



9 in 10

remote-capable employees prefer some remote-work flexibility, with the majority preferring hybrid work¹¹

2

Marketing is the #2 industry for remote work, behind Computer and IT¹⁵

2 to 3

days per week is how often employees prefer to be in the office, on average — usually Tuesday through Thursday¹¹



HYBRID DISHARMONY

Remote and hybrid workers miss out on opportunities for growth and mentorship.

Out of sight, out of mind?

When budgets get tight, work-from-home employees are 35% more likely to be on the chopping block¹⁶. Research also shows that remote workers were promoted 31% less frequently than office-based workers in 2023, and that managers offer less feedback and mentorship to employees who work from home, especially women¹⁷.

90%

Nearly 90% of CEOs reported being more likely to prioritize in-office employees for career-advancing projects, raises, or promotions¹⁷

“Junior employees often don’t have the relationships or confidence to reach out to their colleagues when they need help. They are more likely to want to be in the office to benefit from mentorship opportunities.” - Lisa Foster, Senior Director, Client Services, Freeman+Leonard

The onboarding process is key to remote and hybrid success.

As a manager, the relationships you have with your team are key to building a strong culture. And while it can take more time to get to know remote or hybrid hires, it's worth the effort to make sure they don't get left behind.

Make a plan to get to know your remote workers the way you would in-office workers.

“Be willing to spend the time and effort to build a relationship with them,” says Lisa Foster, Senior Director, Client Services at Freeman+Leonard. “The most impactful thing you can do is get to know your new employee on a personal level and understand how they like to communicate. Soft skills are critical in today's remote and hybrid environment.”



“Adopt a ‘long hallways’ approach. Treat hybrid and remote workers as though they’re just down the hall. Put in the effort to connect and communicate. The truth is that even if you were sitting 3 feet away from each other, you’d mainly communicate over email, text, and DMs anyway.”

- Andrea Tipton, EVP Marketing & Talent Solutions, Freeman+Leonard



ASHLEY ALLEN

STAY WITH ME

Stay interviews are becoming more popular – and for good reason.

Stay interviews are a win-win.

Stay interviews are not a typical annual review or evaluation. Instead, they're a way to help employees continue to remain invested in their current roles. These conversations also allow managers to reduce turnover by addressing issues they may not otherwise learn about, while giving their team members a chance to feel heard and validated.

Most attrition can be prevented.

Research firm Gallup reports that 52% of voluntarily exiting employees say their manager or organization could have done something to prevent them from leaving their jobs.¹⁸ However, only 27% of HR leaders use stay interviews as part of a retention strategy¹⁹ — though that number is expected to grow in 2024.

To build a stronger culture with high retention, start by talking to the people who know it best — your employees. Acting on what you learn in a stay interview sets your team up for long-term job satisfaction and engagement.

QUESTIONS TO ASK AT A STAY INTERVIEW:

- 1 What is going right with your job? What would you not want to change?
- 2 Tell me what excites you most about your job and the projects you're working on.
- 3 How would you describe the challenges you face here?
- 4 If you could improve anything about working here, what would it be?
- 5 What questions would you like to ask our executive leadership?

INTERVIEWING ISSUES

Companies are losing out on great hires due to long and overly demanding interview cycles.

Employers are moving entirely too slowly, causing strong candidates to get frustrated and lose interest.

Lately, we've seen the candidate vetting process become more complex and drawn-out, leading companies to lose out on talent who decide not to wait around.

We're also seeing an increase in unrealistic demands by employers, including too many rounds of interviews and multiple test assignments. The most decisive, fast-moving employers will win today. Let the talent experts at Freeman+Leonard help you!

Employers are being interviewed, too.

"Drawn-out, complex interview processes create a negative perception of your culture," says Andrea Tipton, EVP Marketing & Talent Solutions, Freeman+Leonard. "They indicate one of two things to talent: Either you can't make a decision, or it'll be impossible to get anything done there."

Your first contact (or lack of) sets the stage.

Almost 58% of candidates expect to hear back from companies in one week or less regarding their initial application²⁰, and 52% of job seekers say they've declined a job offer because of a poor experience with a potential employer during the hiring process²¹.

DESIGNING AN IDEAL RECRUITING EXPERIENCE

Before beginning the recruiting process, get all team members aligned on your interview timelines, goals, and procedures so you can communicate them consistently to candidates. Offering a positive recruiting experience sets both you and candidates up to succeed, which will help you make an informed decision you can swiftly turn into an offer.

BRITTANI KROOG



LISA FOSTER

BENEFITS, REBORN

Employers are rethinking benefits for the modern workplace – and childcare tops the priority list.

To stay competitive, more employers are considering “out of the box” benefits and perks that have real value in their workers’ lives. The pandemic exacerbated gaps in the childcare ecosystem that are nowhere near resolution – so it makes sense that childcare benefits, like subsidies and on-site facilities, are growing in popularity.

Childcare benefits are an elegant solution for employers who want to get workers back into the office.

Even before the pandemic, inadequate childcare was costing employers \$13 billion a year in lost productivity²². Companies that want more workers onsite can incentivize office attendance by offering subsidized childcare. “Total rewards” packages like these are an excellent way to compete for top talent, and help employees stay focused at work – while feeling supported in their family goals.

Benefits ≠ culture, but they do have a “halo effect.”

Supportive benefits create a positive perception of your company’s culture. These employers are leading the way:

Arm Candy, a Dallas-based independent agency, covers health insurance at 100% for employees and family members, including health, dental, vision, and life insurance.

At **Airtable**, there is no formal vacation policy, but employees are encouraged to take at least a minimum amount of PTO, usually between three and five weeks.

Independent agency **PMG** gives their new parents a \$250 gift card to spend on diapers or anything else needed – and temporarily turns off new parents’ email and Slack access while they’re on leave.

MONEY TALKS

Pay transparency is on the rise, and it's an unavoidable reality of hiring in 2024.

Salary transparency is increasingly required by law and is affecting employers all over the country²³. While legislation varies from state to state, more companies are realizing it's in their best interest to post salary ranges in their job descriptions anyway.

Pay transparency can increase trust and retention — when introduced correctly and communicated well.

75% of job seekers are more likely to apply for a job if the salary range is listed in the posting²⁴. Pay transparency can even decrease intent to leave by 30%²⁵.

But strategy and substance must be behind the numbers, or transparency can backfire. We encourage employers to base their compensation strategies on equitable practices and be ready to communicate the “why” behind their salary ranges, to both current employees and candidates.



Rolling out pay transparency? Consistency and accuracy matter.

“I had a candidate pass on an opportunity very early, saying the salary was too low. It turns out they'd researched the job on the company's website, and the posted salary was at least \$20K lower than the true range of the role. Accuracy and consistency are so important when rolling out pay transparency.”

—BRITTANI KROOG, MANAGER, TALENT SOLUTIONS, FREEMAN+LEONARD



Be ready to explain the factors driving salary decisions.

“It can be tricky to communicate why a candidate is being offered the lower end of the published range, so having those talking points and factors defined ahead of time is crucial. Whether it's a matter of niche industry experience, geographic location, or skill sets, a recruiter can help you define and articulate those factors so every candidate feels valued for what they're bringing to the table, without it getting personal.”

—ROSEMARY SALFITI, EVP CLIENT RELATIONSHIPS, FREEMAN+LEONARD



ANTHONY HERNANDEZ

ASCENSION OF AI

The AI train has left the station, but demand for marketing and creative talent remains strong.

Since ChatGPT burst onto the scene, AI's influence has only grown, especially in marketing and advertising. While some are worried about its downstream effects, we're seeing no noticeable impact on demand for skilled marketing and creative talent.

Clerical roles will be impacted more than creative roles.

Much has been made of AI's threat to creative jobs, like copywriting, but the focus may be misplaced. According to research firm Forrester, "Creative problem-solving roles will thrive, and process-oriented roles will shrink due to the influence of automation, machine learning, and generative AI."²⁶

There will always be certain things only a human can do. Let the talent experts help you make the most strategic decisions so robots and humans can make each other - and the work - better.



63% of marketing leaders plan to invest in generative AI in the next 24 months²⁷



3 in 4 marketers are using AI for content creation²⁸



Generative AI could add **\$2.6 to \$4.4 trillion** to the global economy, with 75% of that in marketing, sales, customer operations, software engineering, and R&D²⁹



Our home state of Texas is poised for growth, especially in major cities.

Texas's seven largest metropolitan areas account for nearly eight of every 10 net new jobs in the state, and this is expected to continue through 2050, with Austin and Dallas-Fort Worth leading the trend.³⁰ This growth and optimistic outlook might explain why Gen Z is moving to Texas more than any other state.³¹

Starting salaries and cost of living by metro area

With the exception of New York City, starting salaries have decreased from 2023 in all markets. The cost of living has also shifted slightly, but inflation is still putting pressure on both companies and employees.

The rise of pay transparency is also a factor. Talent in higher-cost-of-living cities may not accept a pay reduction for another market, and those in lower-priced areas are starting to demand more. While it's not a simple calculation, let the data be your guide.

As we often advise candidates, many factors beyond geography impact where you may find yourself within the ranges on the next couple pages. Entry-level candidates may even find themselves below these average ranges. Talk to your Freeman+Leonard recruiter for advice.

Here's how key markets compare with the national average:

	CITY	SALARIES	COST OF LIVING
Nationwide	New York, NY	+11.3%	+128%
	San Francisco, CA	+46.4%	+79%
	Washington, DC	+35.4%	+39%
	Seattle, WA	+28.3%	+50%
	Chicago, IL	+19.5%	+20%
	Los Angeles, CA	+9.5%	+51%
	Nashville, TN	-0.9%	-2%
	Denver, CO	+13%	+11%
	Atlanta, GA	+2.4%	+2%
	Texas	Austin, TX	+2.9%
Dallas, TX		+8.7%	+3%
Fort Worth, TX		+2.2%	-5%
San Antonio, TX		-6.3%	-8%

Sources: Payscale, Salary.com, CareerBuilder, Freeman+Leonard proprietary data

Agency salaries

Account Service

ROLE	SALARY RANGE
Social Strategy Coordinator	\$55,000 - \$75,000
Account Executive	\$60,000 - \$78,000
Sr. Account Executive	\$67,000 - \$82,000
Project Manager	\$62,000 - \$85,000
Sr. Project Manager	\$70,000 - \$125,000
Data Analytics	\$95,000 - \$175,000
Account Supervisor	\$85,000 - \$115,000
Account Director	\$100,000 - \$150,000
VP Client Services/GAD	\$185,000 - \$270,000

Media

ROLE	SALARY RANGE
Media Planner/Buyer	\$60,000 - \$100,000
Digital Media Specialist	\$80,000 - \$135,000
Paid Search/Digital Media Manager	\$90,000 - \$130,000
Integrated Media Director	\$100,000 - \$150,000

Creative & Strategy

ROLE	SALARY RANGE
Graphic Artist/Graphic Designer	\$45,000 - \$70,000
Sr. Designer	\$85,000 - \$125,000
Art Director	\$50,000 - \$125,000
Motion Designer/Modeler	\$75,000 - \$130,000
Mobile Designer	\$75,000 - \$125,500
UX Designer	\$85,000 - \$175,000
UI Designer	\$85,000 - \$150,000
Email Developer	\$85,000 - \$125,000
Copywriter	\$66,000 - \$85,000
Sr. Copywriter/Content Strategist	\$85,000 - \$135,000
eCommerce Marketing Manager	\$90,000 - \$135,000
Brand Planner/Strategist/Account Planner	\$90,000 - \$200,000
Director of Strategy	\$150,000 - \$200,000
VP Strategy	\$185,000 - \$250,000
Associate Creative Director	\$95,000 - \$135,000
Creative Director	\$125,000 - \$200,000
Creative Director, Video	\$135,000 - \$185,000
Group Creative Director	\$155,000 - \$250,000
Executive Creative Director	\$200,000 - \$300,000

Corporate salaries

Marketing

ROLE	SALARY RANGE
Social Strategy Coordinator	\$60,000 - \$85,000
Account and Trade Manager	\$60,000 - \$90,000
Marketing Communications Manager	\$70,000 - \$90,000
Project Manager	\$65,000 - \$95,000
Sr. Project Manager	\$75,000 - \$135,000
Brand Manager	\$85,000 - \$125,000
Marketing Manager	\$80,000 - \$135,000
eCommerce Marketing Manager	\$90,000 - \$135,000
Performance Marketing Manager	\$110,000 - \$155,000
Paid Search/Digital Media Manager	\$95,000 - \$135,000
Data/Analytics	\$110,000 - \$175,000
Product Marketing Manager	\$95,000 - \$145,000
Marketing Director	\$100,000 - \$175,000
VP Marketing	\$200,000 - \$275,000

Creative

ROLE	SALARY RANGE
Graphic Artist/Graphic Designer	\$55,000 - \$75,000
Sr. Designer	\$90,000 - \$135,000
Motion Designer/Modeler	\$70,000 - \$135,000
Video Producer	\$75,000 - \$135,000
Copywriter	\$70,000 - \$90,000
Sr. Copywriter/Content Strategist	\$90,000 - \$145,000
UX Designer	\$80,000 - \$175,000
UI Designer	\$85,000 - \$150,000
Mobile Designer	\$80,000 - \$135,000
Email Developer	\$85,000 - \$115,000
Creative Director	\$135,000 - \$165,000
Creative Director, Video	\$130,000 - \$175,000
Executive Creative Director	\$200,000 - \$300,000

Demand is rising for these key marketing roles in 2024



We're seeing growing demand for digital and creative skill sets.

Despite many creatives' concerns about the popularity of Generative AI, we're noticing a marked increase in demand for human candidates with creative skills, from copywriting and content creation to design of all kinds.

Digital roles are also moving up the hot jobs list, including social media strategists and creators. Companies are also clamoring for candidates with video production and editing skills, especially for TikToks.

Want to learn more about these rapidly rising roles? Read the article on our blog:

[READ MORE →](#)

Copywriters, Content Strategists & Content Developers

Art Directors & Graphic Designers

Digital Marketing Managers

Social Media Specialists

Email Marketing Managers

Media Managers (including Omnichannel Media Managers)

eCommerce Managers

UX & UI Designers

Product Designers

Video Creators & Editors

Web Designers & Developers



How to stand out in today's challenging job market

Your talent is in high demand – but standing out is still a challenge.

Despite layoffs and job searches dragging on for months, employers are still scrambling to find top talent. Great opportunities are out there, but widespread remote work means you're competing on a national stage against rock stars from bigger markets, even for local jobs. Honing your job search and interview skills is more important than ever. Here's how to land the job:

- 1 Optimize your online presence with a digital portfolio and professional website.**

Make no mistake — employers are checking you out online. Take every opportunity to promote and sell your skill set as the ideal solution for the employer's problem. Create a simple website with an easy-to-use builder like Squarespace or Wix using a custom domain name. Post a digital portfolio that's easy for employers to access. Include 3-5 strong examples of your best, most relevant creative assets, case studies, or work samples. And please, make sure it has no broken links!
- 2 Tell your story confidently and compellingly, as your own brand ambassador.**

Employers want a sense of who you are as a person and what you can offer. Prepare three stories that highlight your strengths and what you've achieved that illustrate why you're a good fit for the role. Tailor each story to the job objectives, and emphasize how you made an impact. Make it specific, concise, and results-oriented — but not a snooze fest. Show off your personality and give employers a glimpse of what it would be like to have you on their team.
- 3 Help a recruiter out — by providing what they need to succeed.**

A good recruiter is in your corner, but we're not mind readers. Give us something to work with. A short bio or set of talking points helps us pitch you to employers. Focus on what makes your strengths more compelling than other candidates'. Tell us what's NOT on your resume (talents, soft skills, certifications, etc.). What types of problems do you like to solve? Where do you see yourself in two years? What motivates you to seek a new opportunity?
- 4 Nail your next Zoom interview.**

No more excuses. Here's how to handle your next Zoom interview like a pro. First, pretend it's in person. Treat the meeting with just as much seriousness and effort as any other interview. Dress the part, and have a polished presentation. Just as you'd check the route and parking situation to ensure you arrive on time, check and double-check your technology and log on early. Do your research, prepare, and bring your A-game. Be the art director of your background and environment. Remember, your space tells a story, so make it a good one.



BRITTANI KROOG

The talent game has changed.

HAS YOUR HIRING STRATEGY KEPT UP?

The world looks a little different now. Just as our economy and industry have evolved, so have your options for getting the work done. And we're talking world-class, award-winning marketing campaigns and communications.

Employers and candidates alike are open as never before to flexible, project-based arrangements. And this isn't just a matter of convenience. The most successful marketing and advertising teams employ both full-time and contract workers.

Freeman+Leonard is leading the way in expertise allocation for the marketing industry. Whether you need direct hire or contract talent; flexible, on-demand teams; or executive-level consultants, we have the brightest minds and the most-effective marketers.

And nobody works like Freeman+Leonard to make the perfect match every time, connecting clients with the best-qualified talent in the country.

How do we know? Our expert recruiters understand marketing to a degree that is unusual for the staffing industry at large. In fact, many on our team are former marketers and agency executives themselves. They're uniquely qualified to match the best talent to fit your specific needs. They possess the agency backgrounds, relationships, and industry insights to connect the dots and people quickly.

Get in touch with a member of our team for a free consultation.

ROLES

- Executive Leadership
- Account Service
- Marketing Operations
- Data Analytics
- Shopper Marketing
- Brand Strategy
- Consumer Insights
- eCommerce
- Performance Marketing
- Email Marketing
- Digital Strategy & Execution
- Social Strategy
- Copywriting & Content Strategy
- Design & Art Direction
- Web & App Development
- Project Management
- SEO/SEM
- Motion, Video & 3D
- User Experience
- PR & Communications
- Event Marketing & Promotion
- Media Planning & Execution
- & more





Let's build your marketing A-team.

We solve today's marketing challenges with creative talent solutions.

From direct hire and contract placements to flexible, on-demand teams, freelancers, and consultants, Freeman+Leonard offers a full suite of staffing solutions for both companies and agencies — and the flexibility to scale your staff up or down easily and efficiently.

Whether you need marketing execution, expertise, or ingenuity, we have the person for the job. Our network of 3,500+ professionals across the U.S. span all marketing disciplines, including advertising, digital, promotion, shopper marketing, public relations, corporate communications, and much more.

Freeman+Leonard has the people you need, as you need them, and not when you don't.

Get in touch today.

Reach out to a member of our team for a free, no-strings-attached consultation.

Call **800-278-7782**, send an email to **contact@freemanleonard.com**, or click below.

[CONTACT US →](#)

QUICK FACTS

- ✓ Independent, WBE certified woman-owned company.
- ✓ Est. in 2009 by Valerie Freeman and Kathy Leonard.
- ✓ Headquartered in Dallas, Texas, and serving clients and talent across the U.S.
- ✓ Fully remote since 2020 and never looking back.
- ✓ Our line in the sand: You must love dogs to join our team. We will accept cat people as clients, however.

Here's Gio, one of 10 Freeman+Leonard canine mascots (and a very good boy!)



Ready to make your move?

WORK WITH CAREER ADVISORS WHO GET YOU.

At Freeman+Leonard, we know one thing: Without great talent, we don't have a business. So you can be sure that we don't treat our talented marketing and advertising professionals like a number. Or just another resume to be forwarded.

We treat you honestly and fairly. We take the time to learn about you, your goals, and your skills. And because we have deep expertise in marketing and advertising — many of us are former marketers ourselves — we understand what you do and where you want to go better than you may expect.

Whether you're looking for a contract or full-time position, or to maintain a flexible schedule as a free agent, we can help you find work that is challenging, satisfying and, yes, compensating. We're talent matchmaking experts with the experience, relationships, industry insights, and focus to find the right fit for you. And, by the way, we'll return your calls.

So let us be your career advisors. Even if you're not actively looking for a new role, it's important to build relationships with recruiters. We know the market, and can be realistic with you about what's possible for the next step in your career.

And if you're ready for the next step, we offer a full slate of challenging jobs and interesting projects with virtually every type of company and agency you can imagine.

Whatever your interests, Freeman+Leonard is here to match your skills, talents, and ambitions with the employers who are the right match for you.

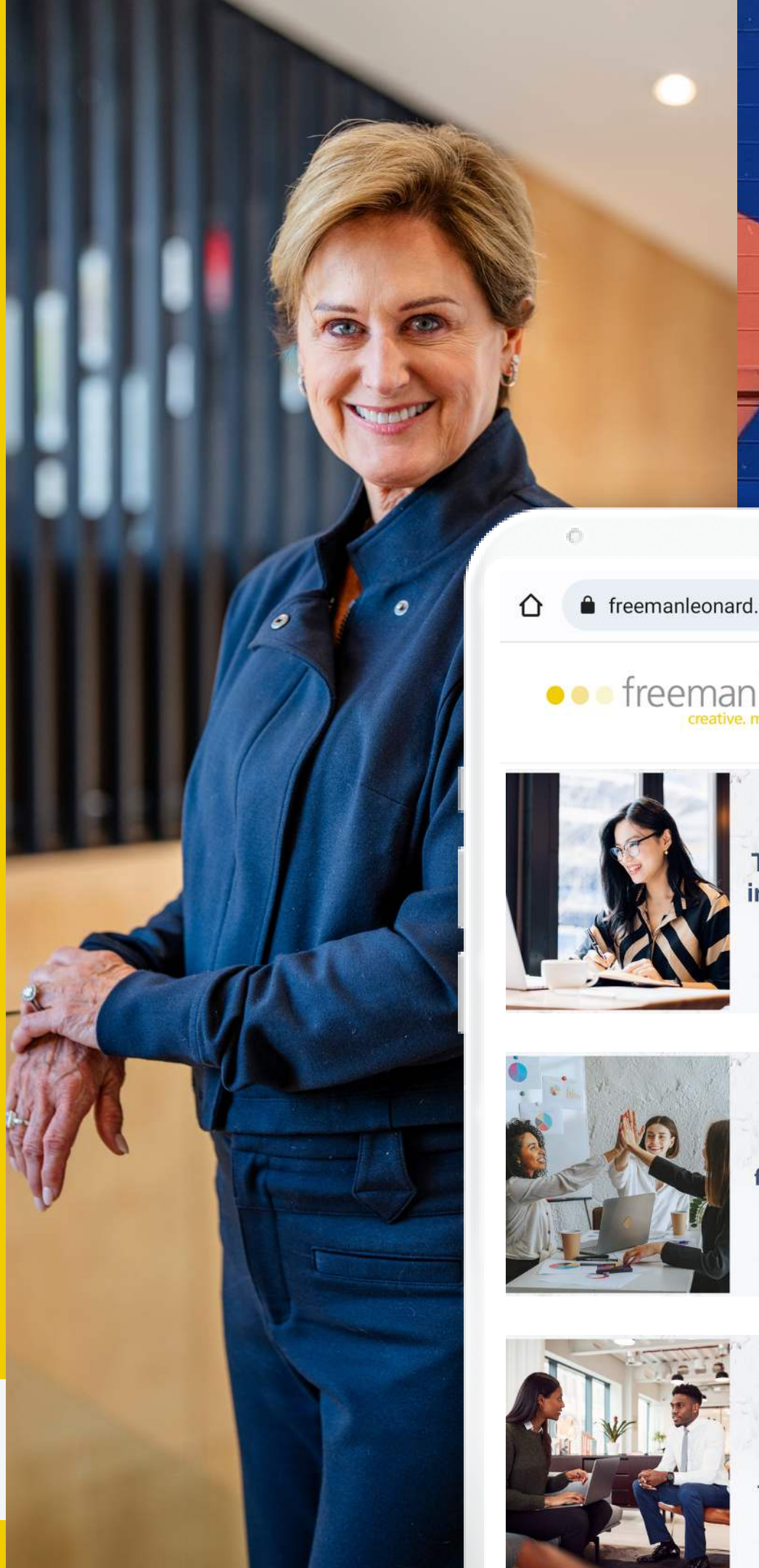
No matter how competitive the market, our talent experts can help you put your best foot forward.

Now that you've found us, the next step is to contact us. Don't hesitate to reach out to the Freeman+Leonard team on LinkedIn to start a conversation or to follow up on a job application.

[SUBMIT YOUR RESUME →](#)

[CONNECT ON LINKEDIN →](#)



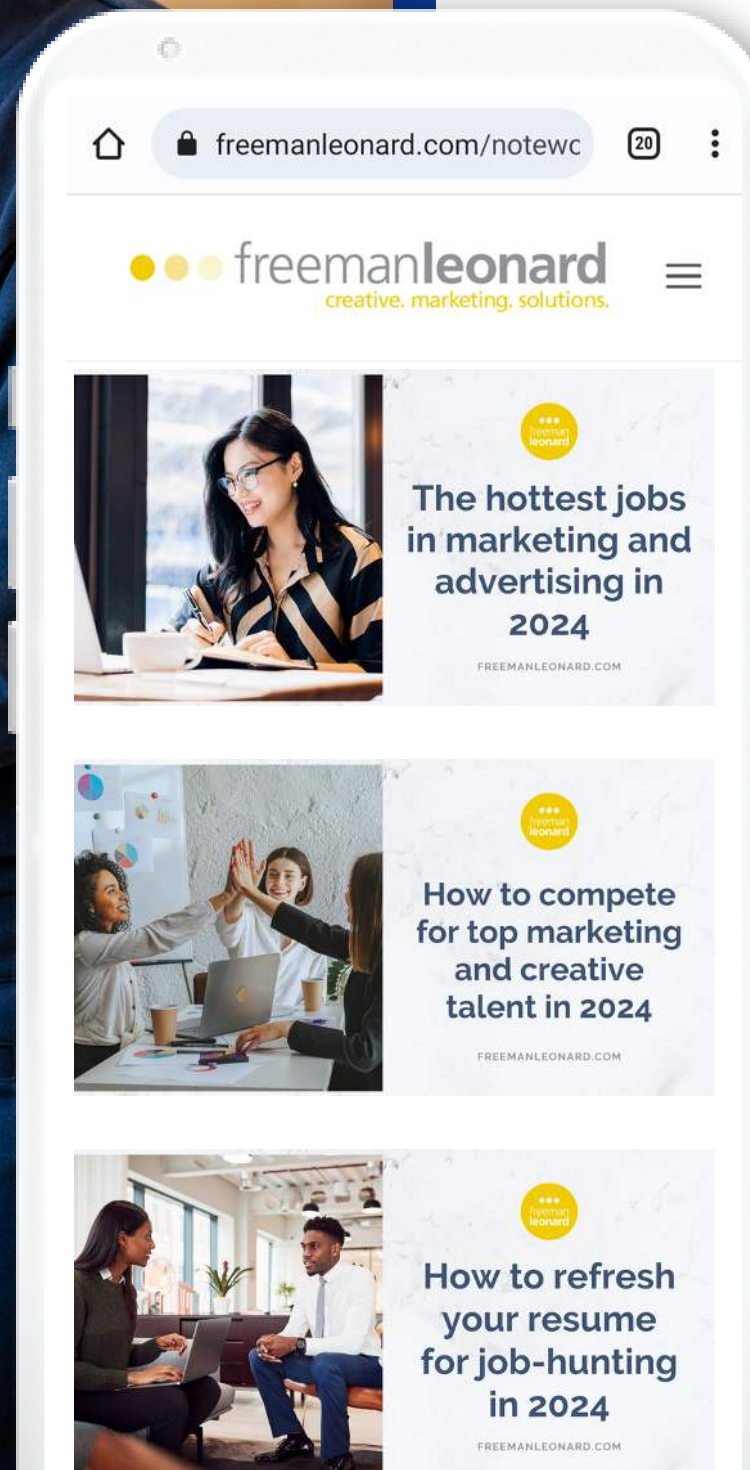


Noteworthy resources

FOR MARKETERS + THOSE WHO HIRE THEM.

Trends and advice to help you stay on top of our ever-changing industry and the job market.

Your success is our success. So at freemanleonard.com/noteworthy we regularly share a first look at trends we see in the marketplace, along with the advice and tips we frequently give to both clients and candidates. Take a look at these recent articles:



FOR CANDIDATES

[The hottest jobs in marketing and advertising in 2024](#)

[How to refresh your resume for job-hunting in 2024](#)

[3 ways to get the most out of working with a recruiter](#)

[How to nail your next virtual interview](#)

FOR EMPLOYERS

[How to compete for top marketing and creative talent in 2024](#)

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DATA SOURCES

MARKET INSIGHTS

- ¹ [Inflation data from CPI report shows sharper price gains: What it means for Fed rate cuts, USA Today.](#)
- ² [February 2024 jobs report: 275,000 jobs added, higher than forecast, J.P. Morgan.](#)
- ³ [Companies — profitable or not — make 2024 the year of cost cuts, CNBC.](#)
- ⁴ [14 Agency Mergers, Purges and Acquisitions of 2023, AdAge.](#)
- ⁵ [Mentions of Job Cuts in Earnings Calls Hit Pandemic-Time Peak, Bloomberg.](#)
- ⁶ [February layoffs highest since 2009 as tech, finance industries struggle, Washington Times.](#)

CULTURE IS KING

- ⁷ [Toxic Culture Is Driving the Great Resignation, MIT Sloan Management Review.](#)
- ⁸ [5 business practices and work perks that matter to Gen Z employees, Principal.](#)
- ⁹ [Does Your Company Culture and Mission Matter to Potential Candidates?, Jobvite.](#)
- ¹⁰ [2022 Job Seeker Nation Report, Employ.](#)

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- ¹¹ [The Future of the Office Has Arrived: It's Hybrid, Gallup.](#)
- ¹² [February 2024 Updates, Survey of Working Arrangements and Attitudes \(SWAA\).](#)
- ¹³ [Ding, Yuye and Ma, Mark \(Shuai\), Return-to-Office Mandates \(December 25, 2023\).](#)
- ¹⁴ [Freeman+Leonard LinkedIn Poll, February 2024.](#)
- ¹⁵ [Remote Work Statistics And Trends In 2024, Forbes.](#)

HYBRID DISHARMONY

- ¹⁶ [Remote workers bear the brunt when layoffs hit, Wall Street Journal.](#)
- ¹⁷ [Remote Workers Are Losing Out on Promotions, New Data Shows, Wall Street Journal.](#)

STAY WITH ME

- ¹⁸ [This Fixable Problem Costs U.S. Businesses \\$1 Trillion, Gallup.](#)
- ¹⁹ [Why these experts say stay interviews are a good HR practice, HR Brew.](#)

INTERVIEW ISSUES

- ²⁰ [What every company needs to know about hiring right now, Greenhouse.](#)
- ²¹ [2024 Candidate Experience Report, CareerPlug.](#)

BENEFITS, REBORN

- ²² [Childcare Is a Business Issue, Harvard Business Review.](#)

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- ²³ [Pay transparency laws: A state-by-state guide \[Updated 2024\], Rippling.](#)
- ²⁴ [Report: 63% of People Have Never Asked a Coworker About Their Pay, Indeed.](#)
- ²⁵ [Retention Report, Payscale.](#)

ASCENSION OF AI

- ²⁶ [Advertising Agencies In The US Will Automate 7.5% Of Jobs By 2030, Forrester.](#)
- ²⁷ [Gartner Survey Finds 63% of Marketing Leaders Plan to Invest in Generative AI in the Next 24 Months, Gartner.](#)
- ²⁸ [3 in 4 marketers are using AI for content creation—with most 'cautiously optimistic' about its ability to drive growth, eMarketer.](#)
- ²⁹ [The economic potential of generative AI: The next productivity frontier, McKinsey.](#)

ADDITIONAL DATA

- ³⁰ [Perryman: Big cities drive Texas job growth but smaller metros contribute, Fort Worth Business Press.](#)
- ³¹ [Top 10 states to which Gen Zers are moving \(and the states they are leaving\), Zillow.](#)



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