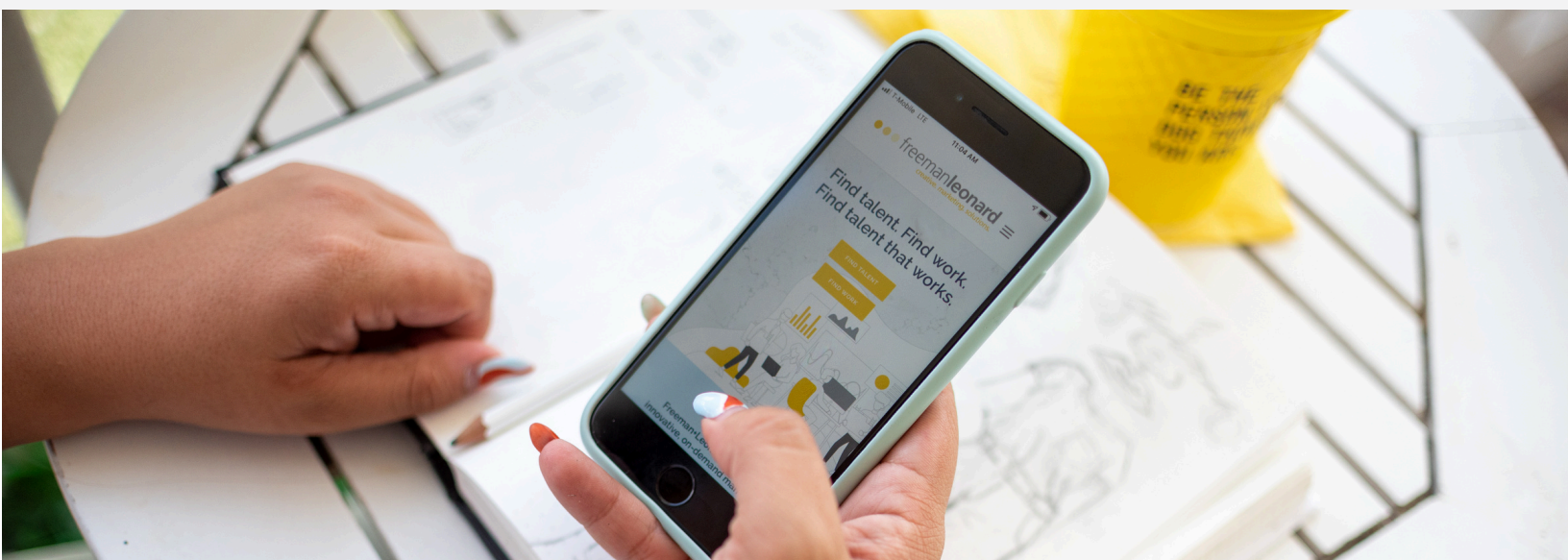


AN EARLY LOOK AT

2025 Salary Trends

for Marketing & Advertising



Introduction

Since Freeman+Leonard first began to release salary data in 2021, the salaries for certain roles have been fairly consistent from year to year, even with the dramatic shifts we've seen in the job market over the last few years.

But already in 2025, we've begun to see a shift in the salary ranges for some of these traditionally more stable roles. Which roles' salaries are shifting, and what's behind these changes? Let's dive in.

HOT JOBS FOR 2025

These 5 roles are in highest demand in 2025. We're also seeing a spike in demand for specialized contract and freelance talent.

1	Digital Media
2	Paid Search
3	Paid Media
4	Social Media - all levels
5	Digital Roles - Strategy & Content

Art Directors

Gone are the days in which an Art Director could specialize in just one medium. They must now be able to work capably with print, digital, video, direct mail, and social media. In response, today's graduates are coming out of college with more diverse portfolios.

The wider skillset and versatility expected of Art Directors today also commands a higher salary to attract that level of talent. As a result, salaries for entry-level Art Directors have jumped by as much as 20% since 2024.

Integrated Media Directors

The media ecosystem is rapidly evolving. We're now seeing more paid media include search, display, lead gen, and more. This wider range of media requires more expertise and versatility, and the opportunities for Integrated Media Directors reflect that. Since last year, we've seen a 25% increase in the lower end of the salary range for this role, along with a 10% increase at the top of the range.

Copywriters

Good writers are always in demand. Like Art Directors, Copywriters today need to be far more well-rounded than in years past. They must be able to write for video, promotional campaigns, long form and short form, social media, web, email, direct mail, and more. They must be as comfortable and skilled with content as with video scripts and taglines.

While agency salaries for Copywriters remained stable since 2024, we are seeing corporate Copywriter salaries begin to catch up.

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



Agency Salaries

Account Service

ROLE	SALARY RANGE
Social Strategy Coordinator	\$55,000 – \$75,000
Account Executive	\$55,000 – \$70,000
Sr. Account Executive	\$65,000 – \$80,000
Project Manager	\$65,000 – \$85,000
Sr. Project Manager	\$75,000 – \$125,000
Data Analytics	\$95,000 – \$150,000
Account Supervisor	\$90,000 – \$120,000
Account Director	\$110,000 – \$160,000
Sr. Account Director	\$120,000 – \$170,000
VP Client Services/GAD	\$185,000 – \$270,000
SVP Client Services	\$190,000 – \$295,000

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	\$125,000 – \$165,000

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



Agency Salaries

Creative & Strategy

ROLE	SALARY RANGE
Graphic Artist/Graphic Designer	\$45,000 - \$70,000
Sr. Designer	\$85,000 - \$125,000
Art Director	\$60,000 - \$125,000
Motion Designer/Modeler	\$80,000 - \$130,000
Mobile Designer	\$75,000 - \$125,500
UX Designer	\$90,000 - \$175,000
UI Designer	\$90,000 - \$150,000
Email Developer	\$90,000 - \$125,000
Copywriter	\$65,000 - \$85,000
Sr. Copywriter/Content Strategist	\$85,000 - \$135,000
eCommerce Marketing Manager	\$95,000 - \$140,000
Brand Planner/Strategist/Account Planner	\$95,000 - \$200,000
Director of Strategy	\$150,000 - \$200,000
VP Strategy	\$185,000 - \$250,000
Associate Creative Director	\$100,000 - \$135,000
Creative Director	\$125,000 - \$200,000
Creative Director, Video	\$140,000 - \$185,000
Group Creative Director	\$160,000 - \$250,000
Executive Creative Director	\$200,000 - \$300,000

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

Corporate Salaries

Marketing

ROLE	SALARY RANGE
Social Strategy Coordinator	\$65,000 – \$85,000
Account and Trade Manager	\$60,000 – \$90,000
Marketing Communications Manager	\$75,000 – \$95,000
Project Manager	\$65,000 – \$95,000
Sr. Project Manager	\$75,000 – \$135,000
Brand Manager	\$90,000 – \$130,000
Marketing Manager	\$80,000 – \$135,000
eCommerce Marketing Manager	\$90,000 – \$135,000
Performance Marketing Manager	\$115,000 – \$150,000
Paid Search/Digital Media Manager	\$95,000 – \$135,000
Data Analytics	\$110,000 – \$175,000
Product Marketing Manager	\$100,000 – \$150,000
Marketing Director	\$115,000 – \$175,000
VP Marketing	\$200,000 – \$300,000

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



Corporate Salaries

Creative & Strategy

ROLE	SALARY RANGE
Graphic Artist/Graphic Designer	\$60,000 - \$75,000
Sr. Designer	\$90,000 - \$135,000
Motion Designer/Modeler	\$70,000 - \$135,000
Video Producer	\$80,000 - \$140,000
Copywriter	\$75,000 - \$90,000
Sr. Copywriter/Content Strategist	\$90,000 - \$145,000
UX Designer	\$85,000 - \$175,000
UI Designer	\$85,000 - \$150,000
Mobile Designer	\$85,000 - \$135,000
Email Developer	\$90,000 - \$115,000
Creative Director	\$135,000 - \$165,000
Creative Director, Video	\$135,000 - \$175,000
Executive Creative Director	\$200,000 - \$300,000

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



Get More Job Market & Compensation Insights

The full 2025 Marketing & Advertising Trends & Salary Guide from Freeman+Leonard is in the works, complete with the latest job market trends and insights for both candidates and employers. Get on the wait list to ensure you receive a copy when it's released later this spring.

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In the meantime, follow us on LinkedIn for more insights from our expert team.

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