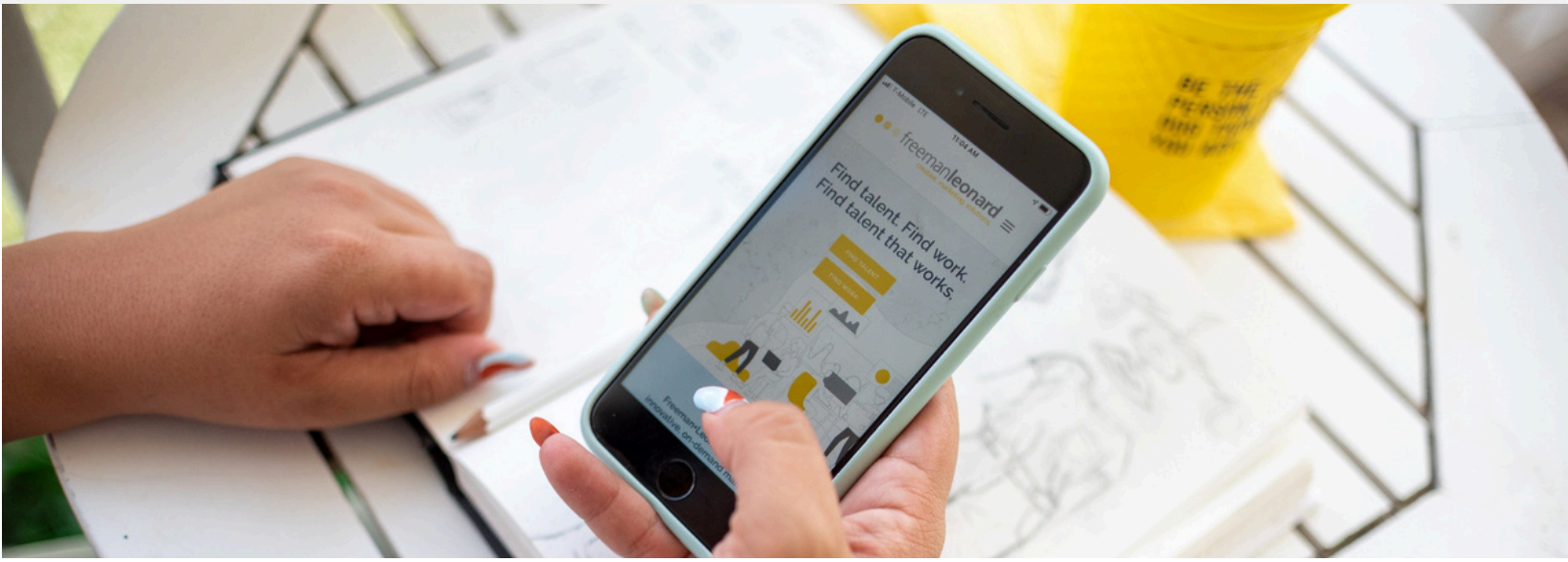
LOOKING AHEAD TO Q4

2025 Salary Trends

for Marketing & Advertising



Introduction

Since launching our first salary reports, Freeman+Leonard has tracked how compensation for certain marketing roles has remained surprisingly steady, resisting the dramatic shifts we've seen in the broader market over the last few years.

But now that the first half of 2025 is behind us, let's look ahead for salary ranges and the most in demand skills for Q3 & Q4. Which roles' salaries are shifting, and what's behind these changes? Let's dive in.

HOT SKILLS FOR Q3 & Q4 2025

These 5 skills are in high demand for the second half of 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	**E-Commerce Management**
5	**Digital - Creative & Content**

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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.

Digital - Creative & Content

Digital creative and content roles are surging in Q3/Q4 2025 due to three converging factors: AI-powered marketing requiring high-volume, platform-specific content production at scale; holiday shopping demands for rapid multi-channel creative deployment; and year-end deadlines driving temporary hiring spikes for freelancers who can execute breakthrough campaigns during the most revenue-critical quarter.

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, in 2025 we are seeing corporate Copywriter salaries begin to catch up.

E-Commerce Management

E-Commerce Management roles are surging in demand in the second half of 2025 as businesses prioritize digital-first strategies and omnichannel customer experiences. Companies pivoting to meet evolving customer needs are driving increased demand for skilled E-Commerce, digital, and creative candidates. We are seeing a spike in projects and salaries with a true increase in Clients requests for this skill.

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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

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Agency Salaries

Creative & Strategy

ROLE	SALARY RANGE
Graphic Artist/Graphic Designer Sr.	**$45,000 - $70,000**
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**

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Corporate Salaries

Marketing

ROLE	SALARY RANGE
Social Strategy Coordinator Account	**$65,000 - $85,000**
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 - $145,000**
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**

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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

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Stay up-to-date on the job market & compensation insights

The full 2025 Marketing & Advertising Trends & Salary Guide from Freeman+Leonard is complete with the latest job market trends and insights for both candidates and employers. Now updated to include the details of a natural rebalancing in Q2 after the energetic start to 2025. Get your copy today.

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