2024
SALARY GUIDE

MARKETING   SALES

CREATIVE   EXECUTIVE

80twenty

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INSIGHT SUMMARY

2024 Job Market and Hiring Trends:
Navigating Forward

As we step into 2024, the employment landscape is poised for a year of further transformation. We expect to see increased focus on adaptability, innovation, and employee experience. On the candidate side we can expect to see increased importance of work/life balance, flexible work arrangements and stability as core motivational drivers.

Talent Resilience

The echoes of the global post pandemic shift continue to resonate, shaping an employer market that values resilience and adaptability. Companies are seeking professionals who not only possess technical prowess but also demonstrate a capacity to thrive in dynamic and uncertain environments. This focus on talent resilience is influencing hiring criteria and professional development initiatives.

Employee Well-being:
A Cornerstone of Corporate Culture

As the competition for skilled professionals intensifies, we see that companies are placing employee well-being at the forefront of their corporate agendas. Mental health support, flexible work hours, benefits, and wellness programs are becoming increasingly important components of a company's value proposition.

Employee Preferences:
Hybrid and Remote Work

We continue to see a strong preference among candidates for hybrid and fully remote work arrangements. The willingness to work onsite is higher in metropolitan areas. Stability is also a core consideration as candidates consider new positions, with less of a risk tolerance compared to pre-pandemic times.

2024 Salary Guide:
Navigating Compensation Trends

To help your businesses align with the current hiring landscape, we are happy to share our 80Twenty 2024 Salary Guide. It is based on our most recent placements, coupled with the latest market insights from various industries and geographies. This guide provides a comprehensive overview of compensation ranges in our local markets in San Francisco, Silicon Valley, Los Angeles, Orange County, New York City, as well nationwide. Whether you are planning to make new hires or reviewing your current team's compensation structure, you can use the 80Twenty Salary Guide as a resource.
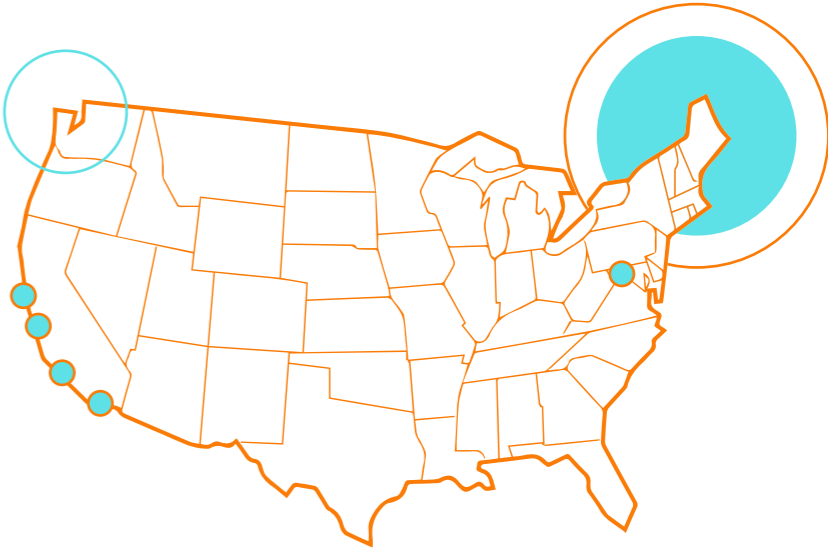
Partnering for Success in 2024

Amidst the evolving job market of 2024, your team remains your greatest asset. At 80twenty, we remain committed to supporting your team by providing tailored solutions to your hiring needs. Our team is here to help you succeed with critical hires and can help consult on effective compensation and benefit packages. We look forward to working with you in 2024!

Here's to a year of resilience, innovation, and success!

LOCATION ADJUSTMENT

The salary ranges represent the major markets that we service: San Francisco / Bay Area, Los Angeles, and New York City. We can help you hire in any city and to get a more accurate figure for your specific geographic location, simply use the percentage adjustment below to calculate the difference. Keep in mind, that salary determination is not an exact science, different factors such as location, level of experience, cost of living, and supply & demand of talent may cause salaries to fall outside the listed ranges. Thus, these salary ranges should be used as guidelines only. We are always happy to consult you on your specific needs, so we look forward to hearing from you.

LOCATION	%	LOCATION	%	LOCATION	%
Atlanta, GA	-20	Miami, FL	-20	Raleigh, NC	-20
Austin, TX	-15	Minneapolis, MN	-17	Richmond, VA	-30
Baltimore, MD	-22	Nashville, TN	-28	Salt Lake City	-22
Boston, MA	-7	New Orleans	-30	San Antonio, TX	-30
Chicago, IL	-10	Newark, NJ	-12	San Diego, CA	-10
Cleveland, OH	-30	Oklahoma City, OK	-32	Seattle, WA	-10
Dallas, TX	-15	Orange County, CA	-10	St. Louis, MO	-26
Denver, CO	-15	Orlando, FL	-25	Stamford, CT	-10
Detroit, MI	-25	Philadelphia, PA	-22	Washington D.C	—8
Houston, TX	-20	Phoenix, AZ	-22		
Indianapolis, IN	-30	Pittsburg, PA	-30		
Las Vegas, NV	-28	Portland, OR	-23		
Memphis, TN	-30	Providence, RI	-28		

Example:
Listed major market salary: $100,000
San Diego, CA adjustment: (-10%) = $90,000

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MARKETING & ADVERTISING

POSITION	LOW	MID	HIGH
Digital Project Manager	$80K	$115K	$150K
Digital Marketing Coordinator	$60K	$75K	$85K
Digital Marketing Manager	$75K	$120K	$170K
SEM / PPC Specialist	$72K	$105K	$140K
SEM / PPC Manager	$85K	$130K	$180K
SEO Manager	$80K	$110K	$150K
Marketing Data Analyst	$90K	$125K	$160K
Account Manager (Agency)	$75K	$105K	$140K
Brand Manager	$78K	$110K	$150K
Marketing Communications Manager	$75K	$115K	$150K
Community Manager	$75K	$105K	$130K
Email Marketing Specialist	$80K	$110K	$140K
Social Media Manager	$70K	$95K	$130K
Marketing Director	$120K	$160K	$220K
VP of Marketing	$170K	$240K	$300K
Chief Marketing Officer	$250K	$300K	$380K

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MARKETING & ADVERTISING

POSITION	LOW	MID	HIGH
Demand Generation Manager	$90K	$125K	$150K
Sr Demand Generation Manager	$120K	$150K	$200K
Director of Demand Generation	$140K	$175K	$225K
Product Manager	$90K	$120K	$160K
Sr Product Manager	$120K	$150K	$200K
Director of Product	$150K	$190K	$240K
Product Marketing Manager	$100K	$130K	$160K
Sr Product Marketing Manager	$125K	$165K	$200K
Director of Product Marketing	$140K	$190K	$240K
Product Strategist	$95K	$130K	$165K
Sr Product Strategist	$110K	$145K	$180K
Campaign Manager	$80K	$120K	$160K
Sr. Campaign Manager	$110K	$145K	$210K
Marketing Analyst	$90K	$120K	$170K
Field Marketing Manager	$80K	$120K	$160K
Content Marketing Manager	$80K	$120K	$160K
Customer Acquisition Manager	$100K	$130K	$160K
Performance Marketing Manager	$100K	$130K	$160K

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SALES & BUSINESS DEVELOPMENT

POSITION	LOW	MID	HIGH
	Base/OTE	Base/OTE	Base/OTE
Sales Development Rep. (SDR)	$60/100K	$90/150K	$110/220K
Business Development Rep. (BDR)	$60/100K	$90/150K	$110/220K
Business Development Manager	$70/110K	$110/180K	$140/280K
SaaS / Software Account Executive	$90/140K	$130/260K	$175/350K
Customer Success Manager	$70/110K	$120/190K	$150/300K
Account Executive	$70/110K	$120/190K	$150/300K
Sales Engineer	$90/140K	$130/260K	$175/350K
Sales Director / Lead	$130/260K	$160/320K	$200/400K
VP of Sales	$160/280K	$210/380K	$250/500K
Chief Revenue Officer (CRO)	$250/350K	$240/450K	$300/600K

CREATIVE & DESIGN
INTERACTIVE

POSITION	LOW	MID	HIGH
UX Designer	$100K	$160K	$210K
UX Researcher	$100K	$160K	$210K
UX Engineer	$100K	$160K	$210K
Visual / UI Designer	$85K	$125K	$175K
Product Designer	$110K	$170K	$220K
Information Architect	$100K	$160K	$210K
Front-End Developer	$100K	$140K	$180K
Industrial Designer	$100K	$150K	$200K
VR / AI Developer	$110K	$160K	$210K
Digital Production Artist	$75K	$85K	$100K
Web Designer	$80K	$125K	$175K

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CREATIVE & DESIGN
VIDEO

POSITION	LOW	MID	HIGH
Video Editor	$70K	$85K	$95K
Video Producer	$75K	$110K	$140K
Photo Editor / Re-toucher	$70K	$80K	$95K
Motion Graphics Artist	$85K	$110K	$150K
3D Designer / Animator	$85K	$110K	$150K
Concept artist	$85K	$110K	$150K
Producer (VFX)	$85K	$110K	$150K

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CREATIVE & DESIGN

POSITION / CREATIVE	LOW	MID	HIGH
Copywriter / Editor	$70K	$110K	$150K
Content Manager	$70K	$110K	$150K
Art Director	$90K	$125K	$160K
Creative Director	$115K	$155K	$200K
Creative Producer	$80K	$110K	$150K
Executive Producer	$110K	$150K	$190K

POSITION / DESIGN	LOW	MID	HIGH
Graphic Designer	$80K	$125K	$175K
Print Production Artist	$65K	$78K	$90K
Packaging Designer	$70K	$100K	$130K
Presentation Design Specialist	$70K	$100K	$130K

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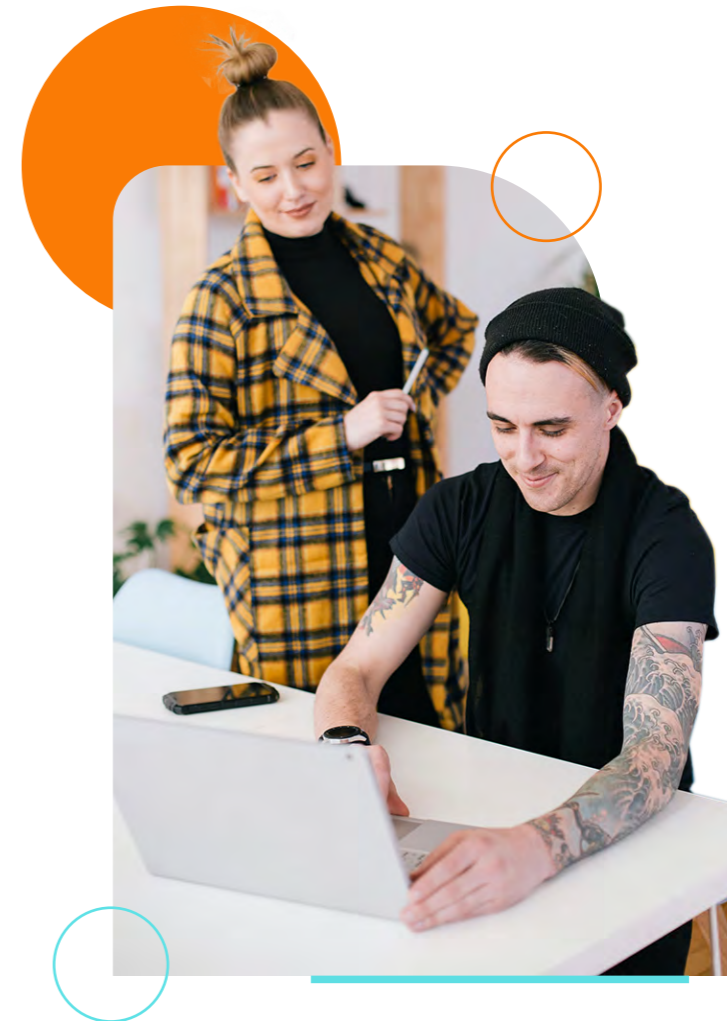
TECH & DEVELOPER
ENGINEERING

POSITION	LOW	MID	HIGH
Software Engineer	$120K	$160K	$200K
Senior Software Engineer	$140K	$190K	$250K
Principle Software Engineer	$160K	$225K	$300K
Software Engineering Manager	$160K	$225K	$300K
Director of Software Engineering	$200K	$275K	$350K
VP of Software Engineering	$240K	$350K	$480K
Solutions / Sales Engineer	$140K	$190K	$240K
Director/VP of Sales/Solutions Eng.	$200K	$250K	$300K
Data Scientist	$110K	$145K	$185K
Director of Information Technology	$170K	$235K	$300K
VP of Information Technology	$220K	$260K	$300K
Software Architect	$160K	$200K	$250K
Principal Software Architect	$170K	$220K	$280K
Chief Software Architect	$210K	$350K	$480K
Network Engineer	$100K	$130K	$160K
Windows Server Administrator	$100K	$130K	$160K
Dev Ops Engineer	$120K	$160K	$200K

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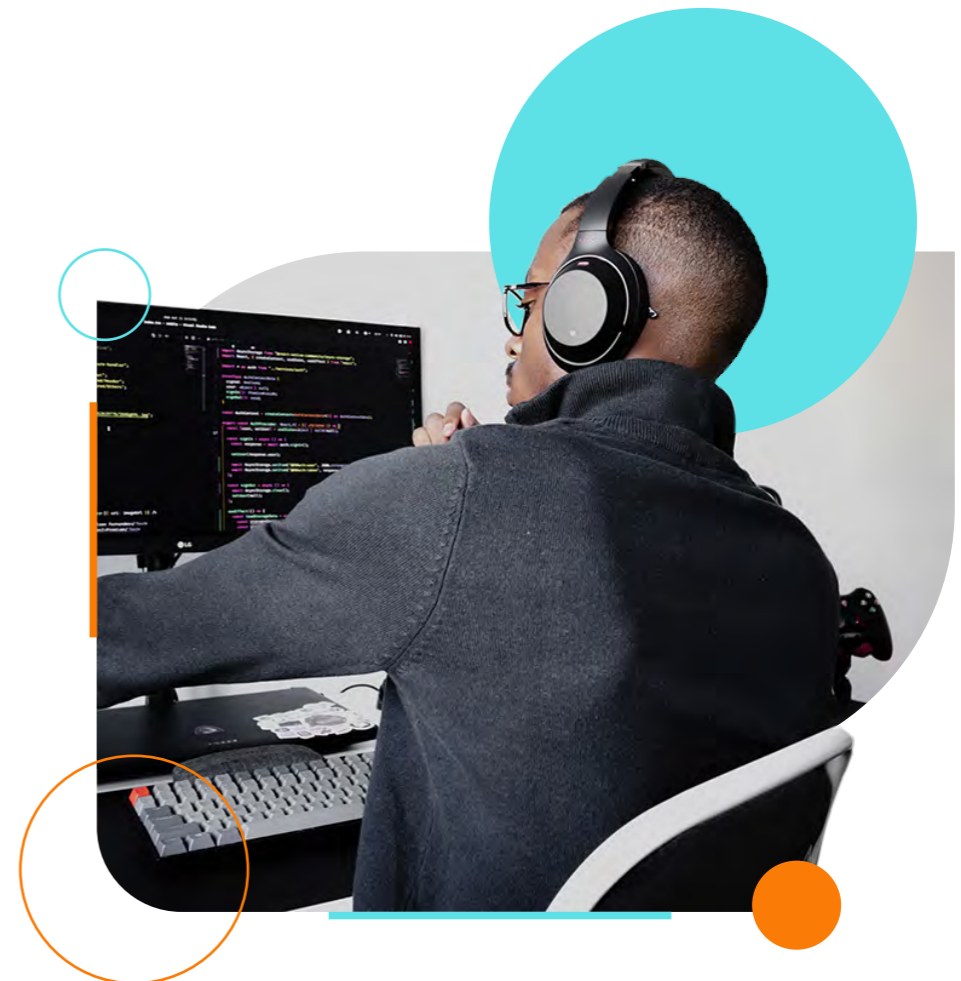
TECH & DEVELOPER
DEVELOPERS

POSITION	LOW	MID	HIGH
Front-End Developer	$100K	$140K	$180K
HTML / CSS Developer	$100K	$140K	$180K
Javascript Developer	$100K	$140K	$180K
Wordpress Developers	$100K	$140K	$180K
React Developers	$120K	$170K	$220K
Java Developers	$120K	$170K	$220K
C++ Developers	$120K	$170K	$220K
Unity developers	$120K	$170K	$220K
Full-Stack Developers	$120K	$170K	$220K
VR / AR Developers	$120K	$170K	$220K
Rapid Prototypers	$120K	$150K	$190K
Mobile App Developer	$115K	$165K	$220K
Linux Developer	$120K	$160K	$200K

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OPERATION & ADMIN
OPERATIONS

POSITION	LOW	MID	HIGH
Operations Coordinator	$60K	$78K	$95K
Operations Manager	$70K	$95K	$125K
Operations Director	$90K	$120K	$150K
Operations Analyst	$100K	$125K	$150K
HR Coordinator	$60K	$78K	$95K
HR Manager	$90K	$120K	$150K
Director of HR	$100K	$140K	$180K
VP of Human Resources	$140K	$200K	$250K
Administrative Assistant	$60K	$75K	$95K
Office Manager	$60K	$75K	$95K
Executive Assistant	$80K	$110K	$150K
Recruiting / Talent Acq. Coordinator	$60K	$75K	$90K

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OPERATION & ADMIN
OPERATIONS

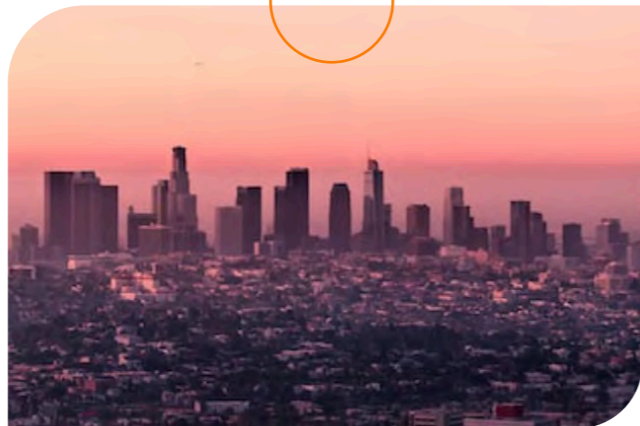| POSITION	LOW	MID	HIGH
Customer Service Representative	$60K	$75K	$95K
Events Coordinator	$60K	$75K	$95K
Events Manager	$75K	$110K	$150K
Digital Marketing Coordinator	$60K	$75K	$95K
Sales Assistant	$60K	$75K	$95K
Digital Project Manager	$85K	$120K	$150K
PR Generalist	$60K	$75K	$95K
PR Manager	$85K	$120K	$150K

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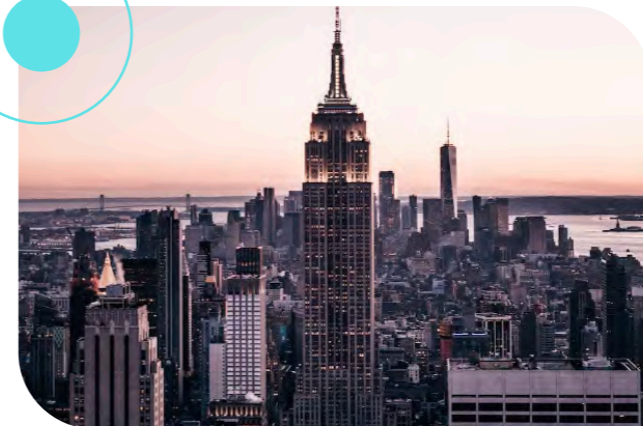
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