2024
Salary Guide

DIGITAL | CREATIVE | MARKETING
INFORMATION TECHNOLOGY

ektello
EXPERIENCE DELIVERED

About ektello

ektello is a national staffing firm that promotes specialization as the primary success driver to delivering optimal results to our customers. We employ seasoned Recruiters that thrive on finding and placing Creative, Marketing, Digital and Information Technology talent across the country.

ektello...Experience Delivered

CEO 2024 **Outlook**

Reflecting on the past year, 2023 was a time of uncertainty and volatility, with major global drivers like interest rates and geopolitical conflicts shaping the landscape for businesses and individuals alike. However, as we enter the new year, there is hope that more certainty and investment will come our way. This is in part because we have some clarity on interest rates, with the possibility of multiple decreases on the horizon for 2024.

When it comes to geopolitical risks, we have seen some containment of conflicts and are hopeful this will continue. Additionally, this year will bring a US presidential election with all the potential changes and disruptions that come along with that. For businesses, this means being prepared for any changes to policies or regulations that could affect their operations in 2025.

On client hiring, we recognized developments in the candidate market, with a move towards more balanced work schedules and reasonable wage demands. However, it's important to note that highly demanded skillsets still command a higher price point, and unemployment in the Information Technology and Digital Marketing sectors remains below 2%. To succeed in this tight employment market, businesses will need to continue to hire swiftly and provide competitive compensation with flexible hybrid work models, along with an aggressive retention program to retain employees.

Despite the challenges of the past year, we are optimistic for the future and anticipate an increase in demand for talent in 2024. As long as businesses stay focused on retaining their top performers and offering competitive packages to new hires, they will be well-positioned to thrive in the coming year.

— Andrew Watt, *ektello President & CEO*

Look Back at
2023 Hiring

TOP INDUSTRIES

Travel & Hospitality

Consumer Products

Digital Technology

Healthcare

TOP POSITIONS

Design & Marketing

UX/UI Design

Marketing Manager

Motion Graphics

Field Marketing Specialist

Photo Editor

Information Technology

Software Development

Data Scientist

Artificial Intelligence

Information Security Analyst

Computer Systems Analyst

2024 What's Driving New Hires

1 **TECH PLATFORMS**
Companies are expanding their skill sets to add more complex emerging tech platforms.

2 **GROWTH**
Those industries who have experienced a growth in sales over the past several years are investing in new employees for expansion.

3 **TURNOVER**
Companies are now having to replace employees who left their organization in Q3 and Q4 of 2023.

Increasing Performance into 2024

ARTIFICIAL INTELLIGENCE

Leaders are seeking to learn what to prioritize in the first half of 2024.

COMPANY CULTURE

Leaders are working on building their company culture and improving overall policies to avoid costly turnover.

LOCATION FLEXIBILITY

The hybrid model is starting to become the norm, however, 73% of workers prefer to work from home. Offering flexibility is critical to keep employees happy.

PERKS

Those companies who have a hybrid and onsite schedule provide many perks to keep employees happy. Some of these include a bi-weekly breakfast or lunch, quarterly team functions and raffle drawings.

RECOGNIZING AND REWARDING SERVICE ANNIVERSARIES AND MILESTONES

Feeling underappreciated is the key reason for quiet quitting and the easiest problem to get right. Providing an environment to announce employees Birthdays, Anniversaries and Milestone will help companies retain top talent.

Top Survey **Results**

90% of employees value soft skills as much or more the hard skills with interpersonal skills becoming more marketable.

80% of CEOs are concerned about the number of diverse digital skills needed and the challenges with finding these talent.

73% of candidates are passive job seekers, most say they did not have the time to conduct searches and apply to jobs.

59% of people are leaving their job and desire a company who better aligns with their values not just a place to work.

52% of employees are interested in exploring freelance opportunities to help accommodate their family needs.

68% of employees prefer a work-life balance over higher pay due to separating family time from work time has become an increasingly difficult undertaking.

89% of new hires who fail within 12 months do have difficulties integrating into the workplace, these issues can occur when companies fail to assess cultural fit within their hiring process.

72% of employees would leave or consider leaving their company for a more inclusive one since diversity and inclusivity are becoming two of the most important values.

Most In Demand Talent

INFORMATION TECHNOLOGY

AI Architect

AI Developer

Back-End Developer

Blockchain engineer

Business Analyst

Business Application Support Manager

Cloud Architect

Computer System Analyst

Computer Vision Engineer

Cybersecurity Engineers

Data Analyst

Data Scientist

Desktop Support/Workstation Engineer

DevOps Engineer

Front-End Developer

Full Stack Developer

Information Security Analyst

Mobile Application Developers

Network Architect

Risk Manager

Software Developers

DIGITAL

Content Strategist

Digital Copywriter

Digital Designer

Digital Project Manager

Field Marketing Specialist

Marketing Analyst

Marketing Manager

Media Marketing Analyst

Motion Graphics Designer

Photo Editor

Photographer

Product Manager

Social Media Content Manager

Social Media Specialist

User Experience (UX) Designer

User Experience (UX) Researcher

User Interface (UI) Designer

Video Editor

Virtual Designer

Visual Designer

About The **Data**

The salary ranges are broken down into percentiles based on education, skillset and experience. These are National ranges against ektello's database of talent. These numbers do not factor in cost of living or demand of talent and should be used as guidelines.

JOB TITLE	ENTRY LEVEL 25TH	INTERMEDIATE LEVEL 50TH	MID LEVEL 75TH	SENIOR LEVEL 90TH
DATA SCIENTIST	$95,800	$124,000	$140,900	$179,700
UX DESIGNER	$89,500	$106,500	$131,500	$148,000

Adjusting For Your Location

LOCATION	%
ATLANTA	103.8%
AUSTIN	109.1%
BALTIMORE	111.8%
BOSTON	153.1%
CHARLOTTE	103.5%
CHICAGO	112.4%
DALLAS	107.0%
DENVER	119.6%
DETROIT	97.3%
HOUSTON	95.5%
INDIANAPOLIS	98.9%
LAS VEGAS	103.0%
LOS ANGELES	144.3%
MIAMI	115.4%

LOCATION	%
NEW YORK CITY	177.0%
NEWARK	119.1%
ORANGE COUNTY	140.6%
ORLANDO	104.2%
PHILADELPHIA	114.4%
PORTLAND	125.4%
RALEIGH	107.9%
SALT LAKE CITY	107.4%
SAN ANTONIO	92.1%
SAN DIEGO	150.4%
SAN FRANCISCO	186.5%
SEATTLE	136.7%
TAMPA	101.3%
WASHINGTON DC	145.2%

Example (Atlanta):

$100,000 X 1.094 = $109,400

Design

JOB TITLE	25TH	50TH	75TH	90TH
ART DIRECTOR	$93,024	$109,248	$137,126	$174,739
CREATIVE DIRECTOR	$91,507	$111,955	$147,571	$192,576
DIGITAL DESIGNER	$50,367	$65,513	$84,135	$106,120
DIGITAL PROJECT MANAGER	$66,251	$85,161	$109,190	$134,024
CREATIVE SERVICES MANAGER	$57,336	$66,743	$81,017	$102,251
GRAPHIC DESIGNER	$39,821	$49,073	$60,668	$73,925
ILLUSTRATOR	$58,545	$68,200	$86,755	$92,100
INSTRUCTIONAL DESIGNER	$56,299	$68,288	$87,900	$108,255
INTERACTION DESIGNER	$74,250	$88,632	$120,611	$145,327
MOTION GRAPHICS DESIGNER	$58,164	$73,558	$94,363	$117,955
MOBILE APP DESIGNER	$85,000	$96,000	$106,300	$135,400
PACKAGING DESIGNER	$58,200	$64,000	$75,250	$87,900
PRESENTATION DESIGNER	$55,600	$67,000	$78,500	$962,500
PRODUCT DESIGNER	$85,785	$102,047	$123,946	$150,890
VIRTUAL REALITY DESIGNER	$60,000	$75,000	$120,000	$150,000
VISUAL DESIGNER	$64,486	$80,786	$104,322	$131,127
WEB DESIGNER	$45,930	$58,357	$74,596	$90,950

UX/UI

JOB TITLE	25TH	50TH	75TH	90TH
INTERACTIVE DESIGNER	$69,587	$88,632	$115,532	$142,307
UI DESIGNER	$65,873	$82,689	$104,908	$132,436
USER RESEARCHER	$71,030	$89,710	$113,803	$142,619
UX DESIGNER	$57,719	$77,142	$102,814	$134,579

Client Services

JOB TITLE	25TH	50TH	75TH	90TH
ACCOUNT MANAGER	$54,805	$67,965	$85,253	$104,264
ACCOUNT PLANNER	$58,000	$74,120	$89,450	$11,005
DIGITAL PROJECT MANAGER	$66,204	$84,912	$108,742	$135,742
FIELD MARKETING SPECIALIST	$42,755	$49,446	$57,843	$67,190
MEDIA BUYER	$62,250	$71,500	$88,950	$106,110
MEDIA DIRECTOR	$90,522	$113,449	$142,427	$177,962
MEDIA PLANNER	$56,200	$69,120	$84,640	$94,700
PRODUCT MANAGER	$72,865	$91,332	$115,889	$143,663
PROJECT MANAGER	$68,200	$86,000	$103,250	$125,500

Content

JOB TITLE	25TH	50TH	75TH	90TH
CONTENT MARKETING MANAGER	$70,400	$84,900	$104,210	$120,400
CONTENT STRATEGIST	$90,522	$113,449	$142,427	$177,962
COPY EDITOR	$50,450	$66,120	$78,320	$90,100
DIGITAL COPYWRITER	$54,200	$65,120	$83,000	$95,715
COPYWRITER	$58,182	$66,875	$79,120	$92,133
PROOFREADER	$35,244	$42,339	$52,463	$63,523
TECHNICAL WRITER	$63,700	$75,400	$88,615	$104,200

Studio

JOB TITLE	25TH	50TH	75TH	90TH
PHOTO RETOUCHER	$35,244	$42,339	$52,463	$63,523
PHOTOGRAPHER	$51,808	$60,495	$71,785	$84,411
PRE-PRESS SPECIALIST	$51,500	$57,525	$74,800	$85,281
PRODUCTION ARTIST	$46,221	$53,900	$63,185	$75,200
PRODUCTION MANAGER	$60,046	$74,505	$93,033	$115,412
PROJECT MANAGER	$63,134	$79,899	$103,564	$130,431
TRAFFIC MANAGER	$63,200	$73,250	$96,100	$109,900
VIDEO EDITOR	$35,110	$40,150	$55,330	$61,090
VIDEO PRODUCER	$39,977	$50,051	$64,140	$80,048

Video

JOB TITLE	25TH	50TH	75TH	90TH
3D ANIMATOR	$56,700	$82,000	$99,100	$120,200
AR DEVELOPER	$90,100	$108,200	$147,000	$182,100
MOTION GRAPHICS DESIGNER	$58,053	$74,317	$94,579	$118,690
MULTIMEDIA DESIGNER	$57,762	$67,910	$81,693	$96,711
PRODUCER	$54,535	$70,202	$90,689	$113,245
VIDEO EDITOR	$49,750	$60,100	$73,500	$92,180
VR DEVELOPER	$83,100	$105,900	$135,700	$160,120

Marketing

JOB TITLE	25TH	50TH	75TH	90TH
BRAND MANAGER	$58,280	$71,332	$88,499	$88,499
CX MANAGER	$60,100	$74,000	$97,600	$110,500
DIGITAL MARKETING MANAGER	$63,541	$79,203	$100,005	$124,822
DIGITAL STRATEGIST	$58,255	$69,655	$83,071	$97,929
EMAIL MARKETER	$49,726	$59,564	$72,781	$87,154
EVENT MARKETING SPECIALIST	$53,100	$62,250	$74,300	$89,125
MARKETING ANALYST	$50,772	$61,549	$76,153	$93,711
MARKETING MANAGER	$58,476	$72,183	$89,979	$109,647
MARKETING RESEARCHER	$49,726	$59,564	$72,781	$87,154
MEDIA MARKETING ANALYST	$47,550	$55,195	$60,117	$68,955
PRODUCT MANAGER	$72,865	$90,423	$116,379	$143,668
SEM/SEO SPECIALIST	$58,231	$68,495	$83,011	$99,292
SOCIAL MEDIA CONTENT MANAGER	$60,260	$74,492	$94,567	$114,903
SOCIAL MEDIA SPECIALIST	$51,479	$61,059	$73,983	$89,027
WEB ANALYTICS	$78,200	$95,000	$121,000	$138,200

Technology

JOB TITLE	25TH	50TH	75TH	90TH
AI ARCHITECT	$140,000	$162,000	$195,000	$225,000
AI DEVELOPER	$85,000	$97,000	$115,000	$130,000
BACK-END DEVELOPER	$73,184	$92,528	$119,283	$148,017
BLOCKCHAIN ENGINEER	$77,717	$101,966	$132,560	$168,145
BUSINESS ANALYST	$63,638	$85,735	$113,304	$143,228
BUSINESS APPLICATION SUPPORT MANAGER	$61,291	$79,802	$102,701	$136,211

Technology continued

JOB TITLE	25TH	50TH	75TH	90TH
CLOUD ARCHITECT	$125,000	$140,500	$155,000	$165,000
CLOUD ENGINEER	$74,224	$95,963	$124,008	$155,702
CYBER SECURITY ANALYST	$68,395	$85,814	$108,626	$135,285
CYBER SECURITY ENGINEER	$74,611	$94,166	$120,137	$149,866
COMPUTER VISION ENGINEER	$85,000	$106,300	$116,700	$130,500
DATA ANALYST	$74,501	$78,397	$103,308	$131,106
DATA ARCHITECT	$85,187	$106,096	$132,857	$165,149
DATA SCIENTIST	$78,899	$101,638	$131,441	$162,354
DATABASE DEVELOPER	$61,545	$75,428	$92,909	$113,375
DESKTOP SUPPORT/WORKSTATION ENGINEER	$75,113	$89,935	$101,423	$110,257
DEVOPS ENGINEER	$71,353	$87,639	$111,201	$137,069
FULL STACK DEVELOPER	$75,090	$95,803	$123,683	$155,100
FRONT-END DEVELOPER	$65,277	$86,061	$111,441	$141,719
INFORMATION SECURITY ANALYST	$65,604	$82,798	$103,964	$131,166
MOBILE APPLICATION DEVELOPERS	$79,054	$90,111	$113,350	$144,103
MOBILE DEVELOPER	$78,100	$101,455	$133,651	$161,236
NETWORK ARCHITECT	$77,552	$102,360	$132,700	$165,265
NETWORK ENGINEER	$77,506	$100,631	$129,246	$158,119
PROJECT MANAGER	$74,323	$93,195	$117,750	$147,702
QUALITY ASSURANCE TESTER	$59,995	$76,238	$98,882	$124,080
RISK MANAGER	$60,327	$78,053	$100,688	$128,708
SCRUM MASTER	$72,394	$90,824	$114,925	$143,453
SOFTWARE DEVELOPER	$58,946	$76,131	$99,178	$126,234
SYSTEMS ANALYST	$50,483	$64,659	$85,674	$106,865

Get The Talent You Need

Let's dig into the data together! Reach out to **SurveyGuide@ektello.com** today to coordinate a discussion.