



20 SALARY 25 GUIDE



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INSIGHT SUMMARY

2025 Salary Guide:

Navigating Compensation Trends

To help your businesses align with the current hiring landscape, we are happy to share our 80Twenty 2025 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 2025

Amidst the evolving job market of 2025, 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 2025!

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.

2025 Job Market and Hiring Trends:

The Impact of AI on The Job Market in 2025

In 2025, AI is transforming industries by automating tasks, enhancing decision-making, and driving innovation. Adaptability to AI technologies is now crucial for staying competitive, as roles evolve and new opportunities emerge in areas like data analysis and AI development. Professionals who embrace AI tools and continuously upskill will thrive, while companies that foster learning and innovation will lead the market. This salary guide highlights the compensation trends and skills shaping this rapidly changing landscape.

Navigating Forward

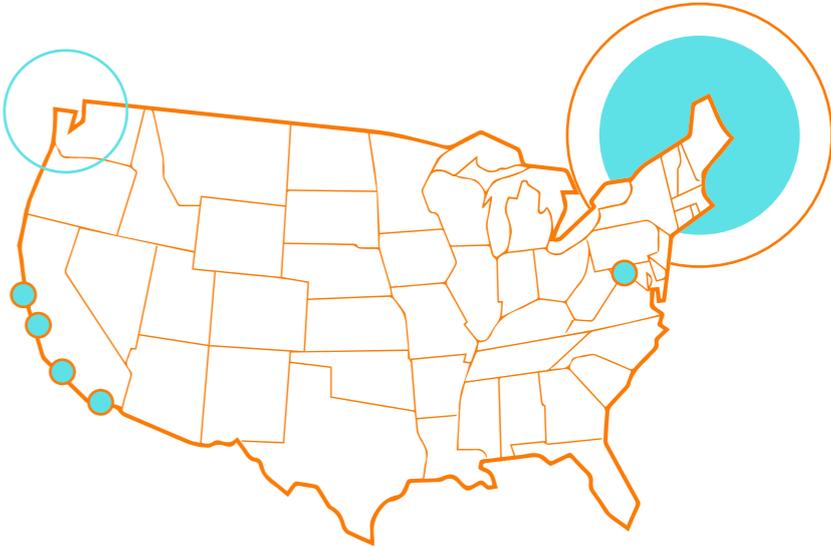
As we step into 2025, the employment landscape is poised for a year of further transformation. We expect to see increased focus on adaptability, innovation, and employee experience. On the candidate side we can expect to see increased importance of work/life balance, flexible work arrangements and stability as core motivational drivers.

The Ongoing Shift to Return-to-Office in 2025

In 2025, the return-to-office (RTO) trend continues to redefine workplace dynamics as businesses strive to balance flexibility and collaboration. Hybrid models dominate, with a focus on in-person engagement to drive innovation and strengthen company culture. Employers who communicate RTO policies clearly and adapt to employee needs are better positioned to attract and retain top talent while maintaining productivity.

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 | % |
|------------------|-----|
| Atlanta, GA | -20 |
| Austin, TX | -15 |
| Baltimore, MD | -22 |
| Boston, MA | -7 |
| Chicago, IL | -10 |
| Cleveland, OH | -30 |
| Dallas, TX | -15 |
| Denver, CO | -15 |
| Detroit, MI | -25 |
| Houston, TX | -20 |
| Indianapolis, IN | -30 |
| Las Vegas, NV | -28 |
| Memphis, TN | -30 |

| LOCATION | % |
|-------------------|-----|
| Miami, FL | -20 |
| Minneapolis, MN | -17 |
| Nashville, TN | -28 |
| New Orleans | -30 |
| Newark, NJ | -12 |
| Oklahoma City, OK | -32 |
| Orange County, CA | -10 |
| Orlando, FL | -25 |
| Philadelphia, PA | -22 |
| Phoenix, AZ | -22 |
| Pittsburg, PA | -30 |
| Portland, OR | -23 |
| Providence, RI | -28 |

| LOCATION | % |
|-----------------|-----|
| Raleigh, NC | -20 |
| Richmond, VA | -30 |
| Salt Lake City | -22 |
| San Antonio, TX | -30 |
| San Diego, CA | -10 |
| Seattle, WA | -10 |
| St. Louis, MO | -26 |
| Stamford, CT | -10 |
| Washington D.C | -8 |

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

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 |



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 |



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 |



CREATIVE & DESIGN

VIDEO

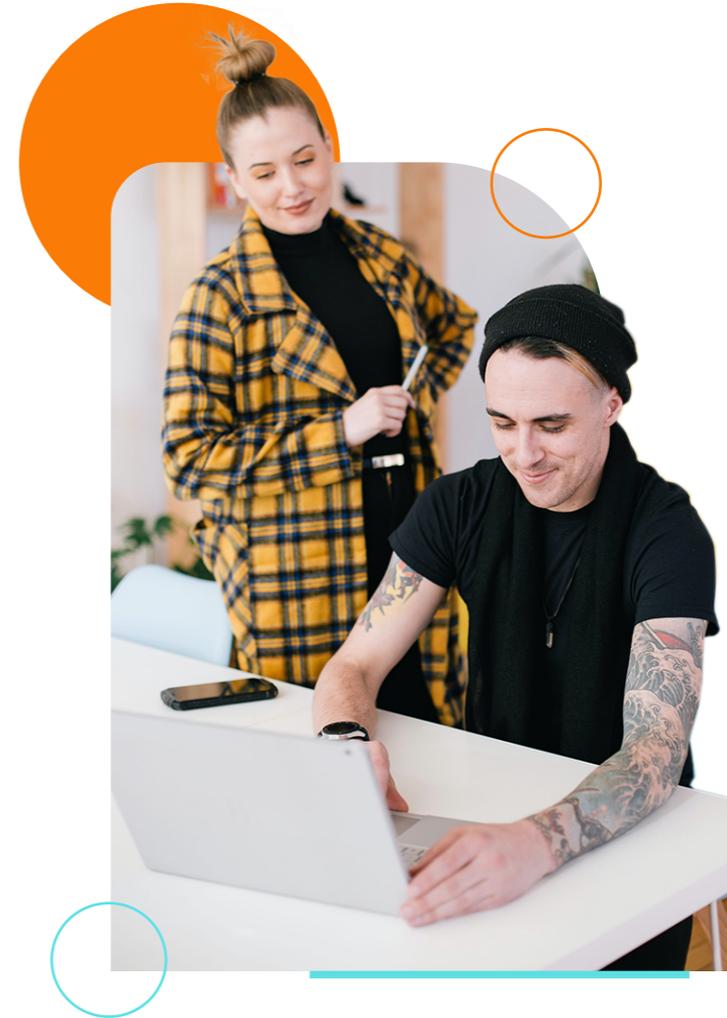
| POSITION | LOW | MID | HIGH |
|---------------------------|-------|--------|--------|
| Video Editor | \$70K | \$85K | \$95K |
| Video Producer | \$75K | \$110K | \$140K |
| Photo Editor / Re-toucher | \$70K | \$80K | \$95K |
| Motion Graphics Artist | \$85K | \$110K | \$150K |
| 3D Designer / Animator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



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 |

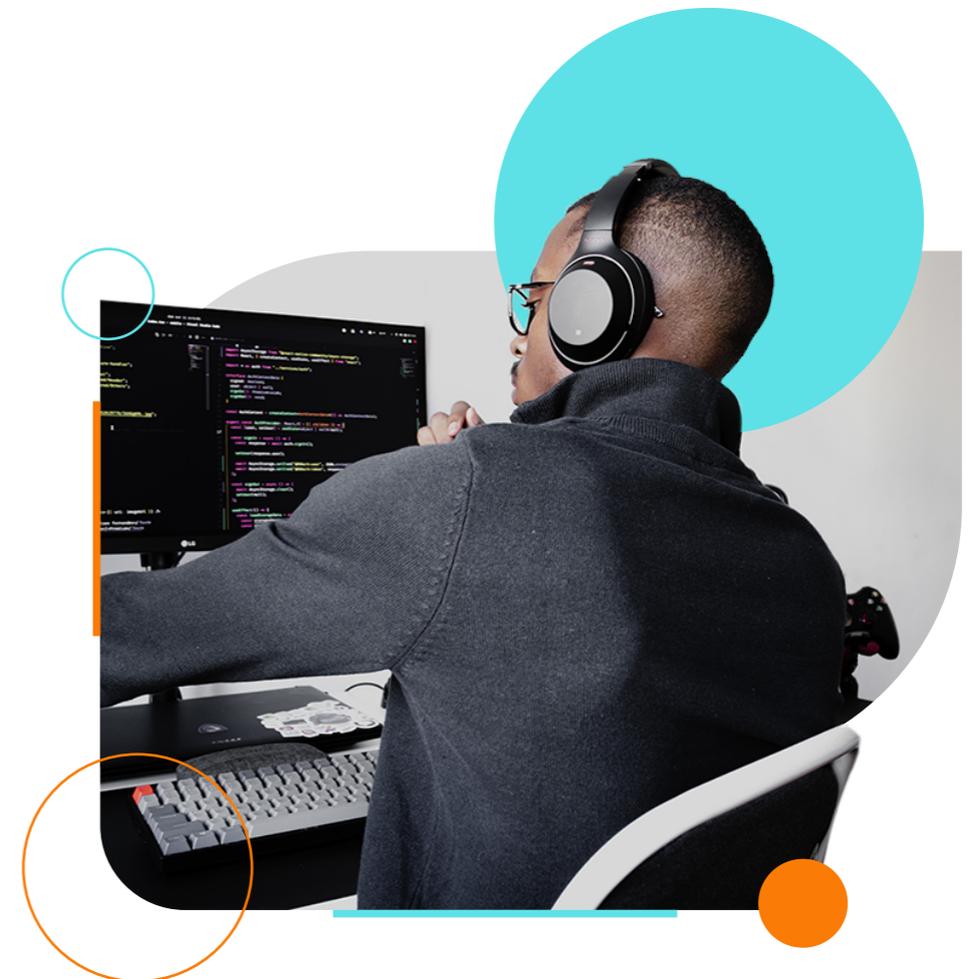
| POSITION / DESIGN | LOW | MID | HIGH |
|--------------------------------|-------|--------|--------|
| Graphic Designer | \$80K | \$125K | \$175K |
| Print Production Artist | \$65K | \$78K | \$90K |
| Packaging Designer | \$70K | \$100K | \$130K |
| Presentation Design Specialist | \$70K | \$100K |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



TECH & DEVELOPER

ENGINEERING

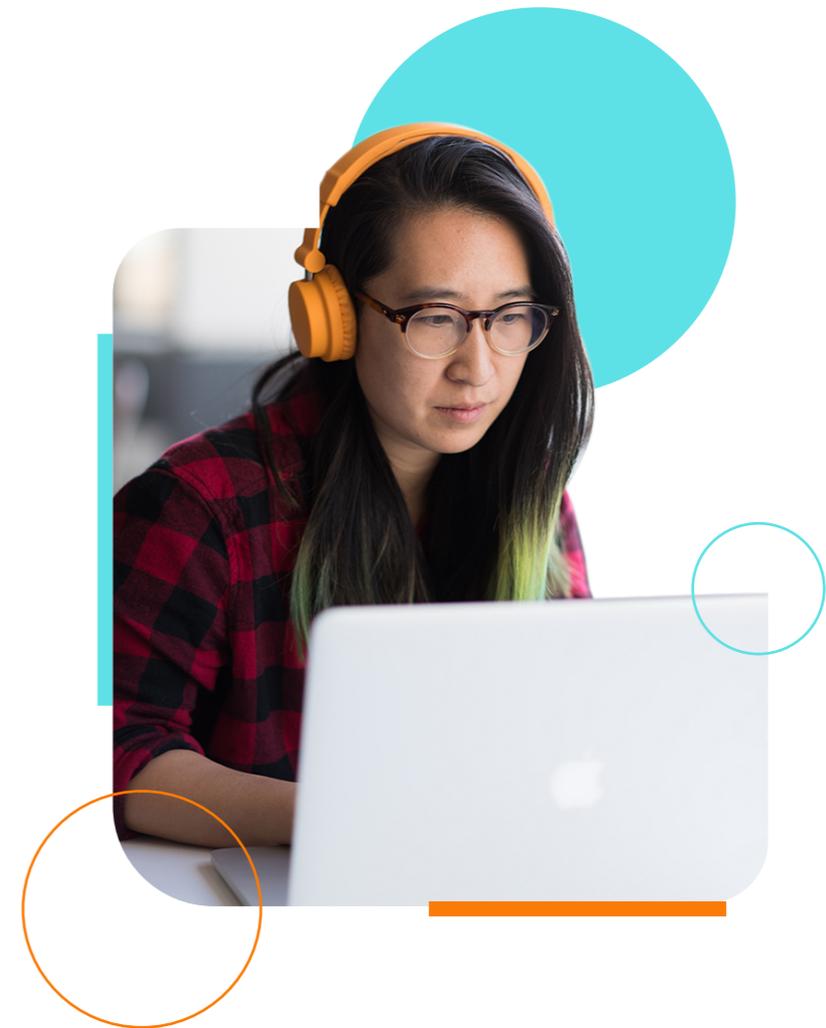
| POSITION | LOW | MID | HIGH |
|-------------------------------------|--------|--------|--------|
| Software Engineer | \$120K | \$160K | \$200K |
| Senior Software Engineer | \$140K | \$190K | \$250K |
| Principle Software Engineer | \$160K | \$225K | \$300K |
| Software Engineering Manager | \$160K | \$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 |



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 |



ARTIFICIAL INTELLIGENCE (AI)

| POSITION | LOW | MID | HIGH |
|---------------------------|--------|--------|--------|
| AI Developer | \$130K | \$175K | \$220K |
| Machine Learning Engineer | \$120K | \$160K | \$200K |
| AI Research Specialist | \$110K | \$160K | \$210K |
| Data Scientist | \$110K | \$145K | \$185K |
| Data Engineer | \$110K | \$145K | \$185K |
| Robotics Engineer | \$120K | \$160K | \$200K |
| Computer Vision Engineer | \$110K | \$145K | \$185K |
| AI Solutions Architect | \$100K | \$160K | \$210K |
| Prompt Engineer | \$100K | \$160K | \$210K |
| AI Designer | \$110K | \$170K | \$220K |
| AI Content Creator | \$80K | \$120K | \$160K |



ACCOUNTING & FINANCE

| POSITION | LOW | MID | HIGH |
|---------------------------------|--------|--------|--------|
| Budget Analyst | \$75K | \$85K | \$100K |
| CPA / Accountant | \$70K | \$100K | \$140K |
| Technical Accountant | \$70K | \$100K | \$140K |
| Audit Accountant | \$70K | \$100K | \$140K |
| Financial Analyst | \$75K | \$110K | \$160K |
| Senior Financial Analyst | \$100K | \$150K | \$190K |
| Portfolio Manager | \$90K | \$130K | \$180K |
| Controller | \$140K | \$200K | \$270K |
| Finance Director | \$150K | \$250K | \$350K |
| Vice President of Finance | \$180K | \$230K | \$300K |
| CFO (Chief Financial Officer) | \$250K | \$325K | \$425K |



OPERATION & ADMIN

| 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 |



OPERATION & ADMIN

| 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 |





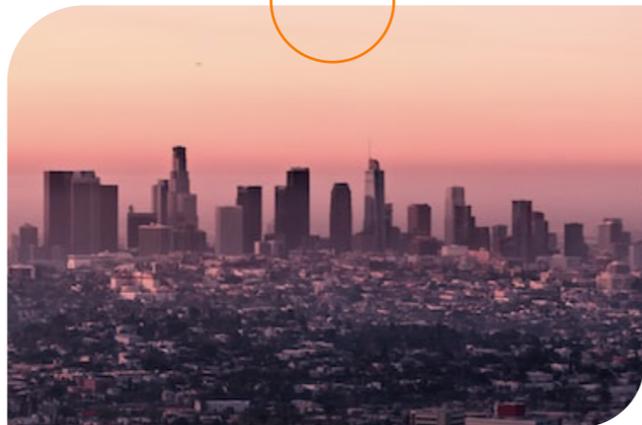
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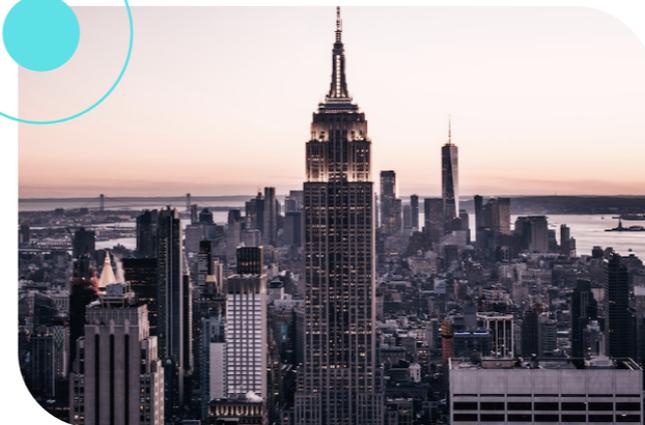
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