

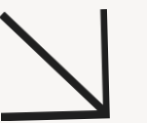


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SALARY

26

GUIDE



SALARY GUIDE 2026



FROM OUR CEO

Navigating the Future of Hiring

By Tarra Sharp, CEO & Steward

The employment landscape has never moved faster or demanded more of the people navigating it. Companies are under pressure to hire smarter and faster, with less margin for error. Candidates are more selective than ever, slower to leave stability for something new.

I acquired 80Twenty in January 2026 because I believed in what this team had built: a boutique firm with genuine depth, real relationships, and a proven track record on both sides of the hiring process. My career has spanned marketing at American Express, strategy and operations consulting at McKinsey & Co., and scaling businesses as a GM, founder, and operator. Through all of it, one thing has held true: the right people in the right roles change everything.

At 80Twenty, we partner with executives, founders, and HR leaders to solve real talent challenges. We bring the same care and rigor to candidates, focused on helping people find roles where they can do their best work. That dual commitment is at the core of how we operate.

The market in 2026 is genuinely complex. AI is reshaping how companies' source and screen. Budgets are tighter. The bar for every hire is higher. We built this salary guide as a resource to help both hiring teams and candidates make more informed decisions. It draws from real placements, real data, and nearly 15 years of showing up for both sides of the table.

We hope it's useful, and we look forward to partnering with you.



Tarra Sharp
CEO & Steward, 80Twenty



ABOUT THIS GUIDE

The 80Twenty 2026 Salary Guide is built from real placements — not surveys, not job board aggregates. These ranges reflect what companies are paying to hire and retain top GTM talent.

WHY IT MATTERS

Salary benchmarking is only as good as the data behind it. Our ranges are informed by 15 years of placement history and 1,400+ placements — across the same kinds of companies you're competing against for talent.

We work contingency, which means we don't get paid unless the hire is right. That keeps us honest about the market — and about what it actually takes to land someone great.



600+

Companies Served in 5 Years

B2B SaaS, FinTech, AI, eCommerce, Consumer Goods, AdTech and beyond

1,400+

Total Placements

Sales, Marketing, Customer Success, Product, Creative and More,

3.6%

Backfill Rate

The people we place, stay

NPS 78

Candidate & Client Score

Service excellence on both sides

65%

Placements from Passive Sourcing

We find the people who aren't looking

~9 Years

Avg Recruiting Experience Per Team Member

Functional specialists, not generalists

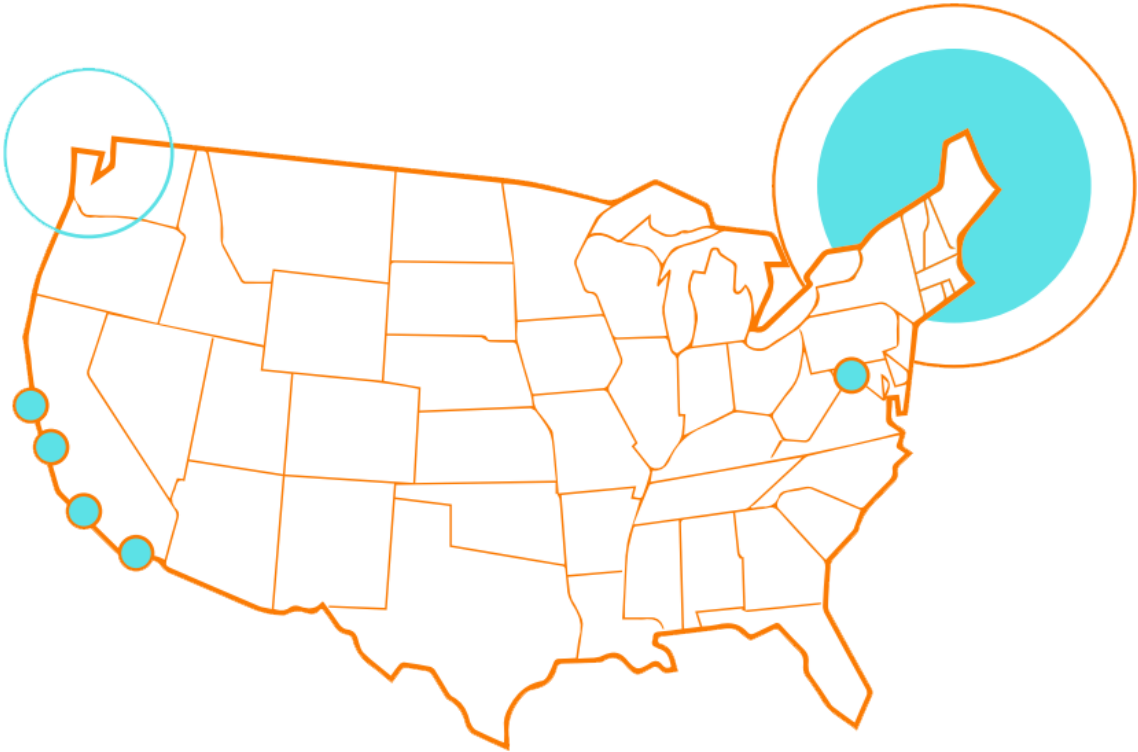
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LOCATION ADJUSTMENT

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
Pittsburgh, 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

MARKETING & ADVERTISING

POSITION	LOW	MID	HIGH
Digital Project Manager	\$83,000	\$120,000	\$156,000
Digital Marketing Coordinator	\$63,000	\$78,000	\$88,000
Digital Marketing Manager	\$78,000	\$125,000	\$176,000
SEM/PPC Specialist	\$75,000	\$109,000	\$145,000
SEM/PPC Manager	\$88,000	\$135,000	\$187,000
SEO Manager	\$83,000	\$114,000	\$156,000
Marketing Data Analyst	\$94,000	\$130,000	\$166,000
Account Manager (Agency)	\$78,000	\$109,000	\$145,000
Brand Manager	\$81,000	\$114,000	\$156,000
Marketing Communications Manager	\$78,000	\$120,000	\$156,000
Community Manager	\$78,000	\$109,000	\$135,000
Email Marketing Specialist	\$83,000	\$114,000	\$145,000
Social Media Manager	\$73,000	\$99,000	\$135,000
Marketing Director	\$125,000	\$166,000	\$228,000
VP of Marketing	\$176,000	\$249,000	\$311,000
Chief Marketing Officer	\$259,000	\$311,000	\$394,000
Demand Generation Manager	\$94,000	\$130,000	\$156,000



MARKETING & ADVERTISING

POSITION	LOW	MID	HIGH
Sr Demand Generation Manager	\$125,000	\$156,000	\$207,000
Director of Demand Generation	\$145,000	\$182,000	\$233,000
Product Manager	\$94,000	\$135,000	\$176,000
Sr Product Manager	\$125,000	\$156,000	\$207,000
Director of Product	\$156,000	\$197,000	\$249,000
Product Marketing Manager	\$104,000	\$135,000	\$166,000
Sr Product Marketing Manager	\$130,000	\$171,000	\$207,000
Director of Product Marketing	\$145,000	\$197,000	\$249,000
Product Strategist	\$99,000	\$135,000	\$171,000
Sr Product Strategist	\$114,000	\$151,000	\$187,000
Campaign Manager	\$83,000	\$125,000	\$166,000
Sr, Campaign Manager	\$114,000	\$151,000	\$218,000
Marketing Analyst	\$94,000	\$125,000	\$176,000
Field Marketing Manager	\$83,000	\$125,000	\$166,000
Content Marketing Manager	\$83,000	\$125,000	\$166,000
Customer Acquisition Manager	\$104,000	\$135,000	\$166,000
Performance Marketing Manager	\$104,000	\$135,000	\$166,000



SALES & BUSINESS DEVELOPMENT

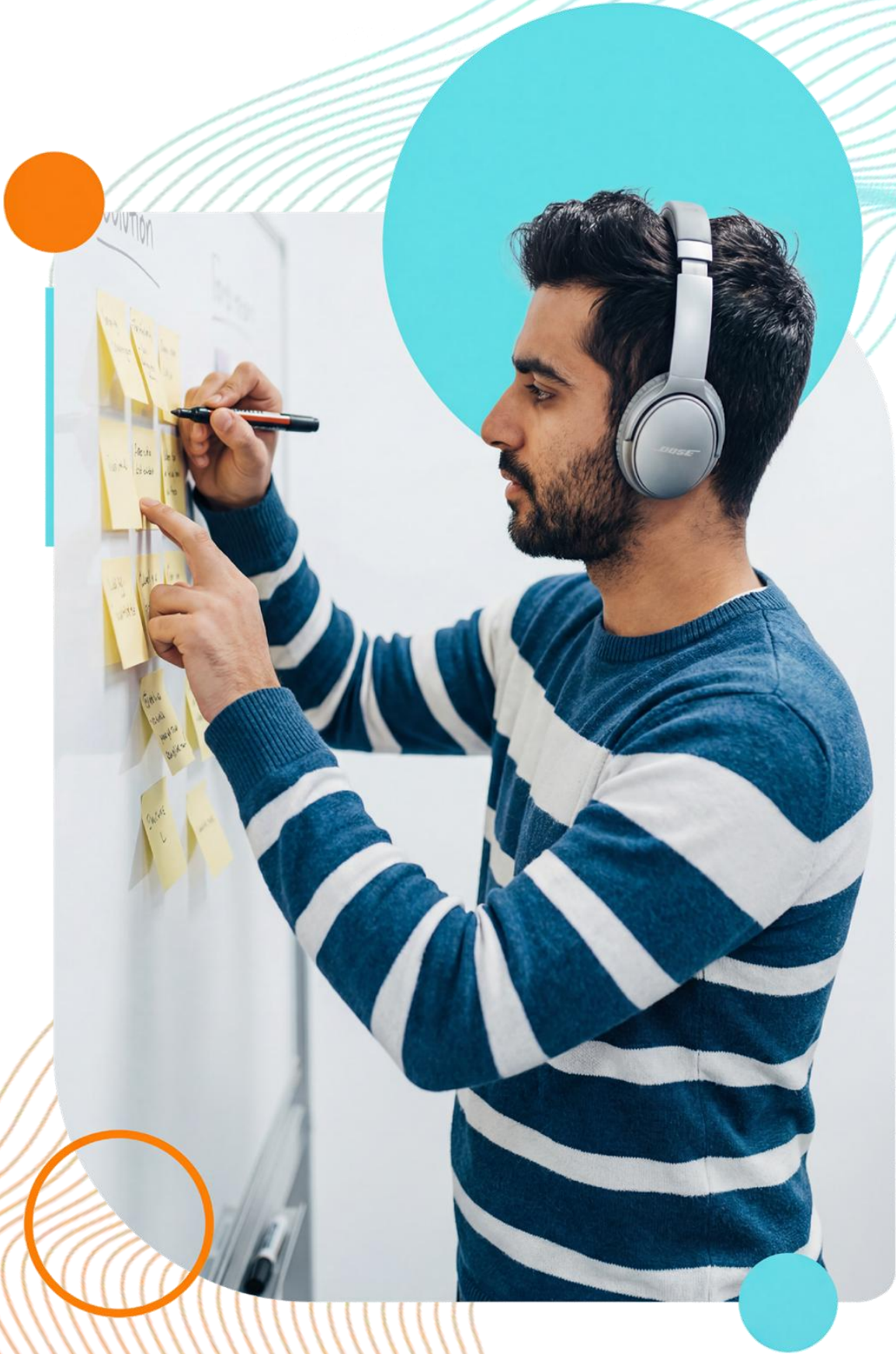
POSITION	LOW	MID	HIGH
	(Base/OTE)	(Base/OTE)	(Base/OTE)
Sales Development Rep, (SDR)	\$60/100K	\$90/150K	\$110/220K
Business Development Rep (BDR)	\$60/100K	\$90/150K	\$110/220K
Business Development Manager (BDM)	\$70/110K	\$130/150K	\$160/170K
SaaS / Software Account Executive	\$90/140K	\$130/260K	\$175/350K
Customer Success Manager	\$70/110K	\$120/190K	\$150/300K
Account Executive (AE)	\$70/110K	\$130/150K	\$160/170K
Enterprise Account Executive	\$70/110K	\$150/170K	\$175/195K
Account Manager (AM)	\$70/110K	\$130/150K	\$160/170K
Sales Engineer	\$90/140K	\$130/260K	\$175/350K
Sales Director / Lead	\$130/260K	\$160/320K	\$200/400K
VP of Sales	\$160/280K	\$230/380K	\$270/500K
Chief Revenue Officer (CRO)	\$250/350K	\$250/450K	\$310/600K



CREATIVE & DESIGN

INTERACTIVE & PRODUCT

POSITION	LOW	MID	HIGH
UX Designer/Researcher/Engineer	\$104,000	\$166,000	\$218,000
Visual / UI Designer	\$88,000	\$130,000	\$182,000
Product Designer	\$114,000	\$176,000	\$228,000
Information Architect	\$104,000	\$166,000	\$218,000
Front-End Developer	\$104,000	\$145,000	\$187,000
Industrial Designer	\$104,000	\$156,000	\$207,000
VR/AI Developer	\$114,000	\$166,000	\$218,000
Web Designer	\$83,000	\$130,000	\$182,000
Motion Graphics Artist	\$88,000	\$114,000	\$156,000
3D Designer / Animator	\$88,000	\$114,000	\$156,000
Concept artist / VFX Producer	\$88,000	\$114,000	\$156,000
Graphic Designer	\$83,000	\$130,000	\$182,000



CREATIVE & DESIGN

VIDEO & CONTENT

POSITION	LOW	MID	HIGH
Digital Production Artist	\$78,000	\$88,000	\$104,000
Video Editor	\$73,000	\$88,000	\$99,000
Video Producer	\$78,000	\$114,000	\$145,000
Photo Editor / Re-toucher	\$73,000	\$83,000	\$99,000
Copywriter/ Editor / Content Manager	\$73,000	\$114,000	\$156,000
Art Director	\$94,000	\$130,000	\$166,000
Creative Director	\$120,000	\$161,000	\$207,000
Creative Producer	\$83,000	\$114,000	\$156,000
Executive Producer	\$114,000	\$156,000	\$197,000
Print Production Artist	\$68,000	\$81,000	\$94,000
Packaging / Presentation Design	\$73,000	\$104,000	\$135,000



OPERATIONS & ADMIN

POSITION	LOW	MID	HIGH
Operations Coordinator	\$63,000	\$81,000	\$99,000
Operations Manager	\$73,000	\$99,000	\$130,000
Operations Director	\$94,000	\$125,000	\$156,000
HR Manager	\$94,000	\$125,000	\$156,000
Director of HR	\$104,000	\$145,000	\$187,000
VP of Human Resources	\$145,000	\$207,000	\$259,000
Administrative/Office Assistant	\$63,000	\$78,000	\$99,000
Executive Assistant	\$83,000	\$114,000	\$156,000
Recruiting Coordinator	\$63,000	\$78,000	\$94,000
Customer Service Rep	\$63,000	\$78,000	\$99,000
Events Manager	\$78,000	\$114,000	\$156,000
PR Manager	\$88,000	\$125,000	\$156,000



ARTIFICIAL INTELLIGENCE (AI)

POSITION	LOW	MID	HIGH
AI Developer	\$135,000	\$182,000	\$228,000
Machine Learning Engineer	\$125,000	\$166,000	\$207,000
AI Research Specialist	\$114,000	\$166,000	\$218,000
Data Engineer / Analyst	\$114,000	\$151,000	\$192,000
Robotics Engineer	\$125,000	\$166,000	\$207,000
Computer Vision Engineer	\$114,000	\$151,000	\$192,000
AI Solutions Architect	\$104,000	\$166,000	\$218,000
Prompt Engineer	\$104,000	\$166,000	\$218,000
AI Designer	\$114,000	\$176,000	\$228,000
AI Content Creator	\$83,000	\$125,000	\$166,000



ARTIFICIAL INTELLIGENCE (AI)

POSITION	LOW	MID	HIGH
Generative AI Engineer	\$156,000	\$233,000	\$311,000
AI Ethics & Compliance Officer	\$145,000	\$207,000	\$311,000
MLOps Engineer	\$130,000	\$187,000	\$259,000
AI Product Manager	\$156,000	\$207,000	\$280,000
NLP (Natural Language) Scientist	\$135,000	\$192,000	\$259,000
AI Security Specialist	\$145,000	\$218,000	\$311,000
AI Business Strategist	\$114,000	\$166,000	\$207,000
Conversation / Interaction Designer	\$104,000	\$156,000	\$218,000
AI Governance Lead	\$166,000	\$233,000	\$311,000
AI Data Curator / Trainer	\$73,000	\$94,000	\$125,000





QUESTIONS

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Contact us

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