

# Marketing Salary Guide

(median salaries from Glassdoor and PayScale)

Marketing Job Title	2016 (Jun)	2017 (Nov)	2019 (Nov)	2020 (Nov)	Change over 5 years
Marketing Coordinator 0-3+ years experience	\$40,718	\$46,756	\$45,450	\$45,254	+10%
Marketing Associate 1-3+ years experience	\$42,102	\$49,708	\$46,199	\$53,851	+24%
Marketing Manager 5-10+ years experience	\$71,352	\$78,429	\$74,160	\$65,796	-7%
Social Media Manager 5+ years experience	\$46,511	\$55,901	\$57,473	\$50,848	+8%
Content Strategist 5+ years experience	\$62,200	\$87,174	\$70,385	\$65,732	+4%
Director of Marketing 10+ years experience	\$93,435	\$109,492	\$116,081	\$99,913	+6%
VP, Marketing 15+ years experience	\$146,860	\$163,134	\$169,006	\$145,914	-1%

# Salary Guide 2014 Marketing

**O. Ray Whittington**



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