

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

# Salary Guide 2014 Marketing

**Michael Hoelscher**



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