![Creatives On Call logo]

2023
Creatives On Call

SALARY GUIDE

Introduction

Are you wondering what the average salary is in your creative field? Considering a new career path, and curious if it will pay off? Look no further, as we've compiled all the information you need to see if your salary expectations are in line with what others in your role are currently earning.

The numbers you will find here will vary depending on your level of experience and your geographic location, but can serve as a guideline to what these fields are currently paying.

We've also included helpful pointers on optimizing your experience with clients, and how Creatives On Call can help. Whether you're new to the freelance-creative industry or a seasoned pro, these tips can help you get hired (and re-hired) for the positions you're most interested in!

Content Creation
and Management

Design and
Marketing

Strategy and
Advisory

Customer
Engagement
and Experience

Learning and
Knowledge
Management

Digital Technology
and Transformation

What We Do

Creatives On Call is a marketing and creative consulting organization dedicated to empowering creatives and providing unique business solutions to organizations worldwide.

Whether you're interested in working in a temporary or permanent capacity, Creatives On Call is committed to providing collaborative opportunities that will help you, and the organizations you work with, reach new heights.

Explore our specialized areas of expertise, and let us help you thrive in 2023! ©

CreativesOnCall

Insights

INSIGHTS

How to Stand Out in a Crowded Freelance Market

Optimize your resume and make yourself more marketable for freelance placements! Here are the top three ways to get yourself noticed by clients.

1. KEEP YOUR SKILLS UP TO DATE. Depending on your field, clients' preferred tools and apps can change rapidly. We're seeing many of our clients looking for visual artists skilled in **Figma**, and experienced video editors who need to be familiar with **Adobe After Effects** in addition to **Adobe Premiere Pro**. Other newer tech to explore includes project management apps like **Asana** and data visualization tools like **Power BI**.

2. CONSIDER CROSS-TRAINING. So you're a skilled **illustrator**, with years of industry experience. Is it time to consider adding in some **animation** or **motion graphics** skills?

If you're an experienced **writer** who's worked on a variety of projects, have you considered **project management**? Cross-training helps to ensure you're maximizing your potential. Need to learn new skills quickly? Check out online training sites like [Coursera](#), [Skillshare](#), and [Udemy](#) to upskill in your downtime!

HOW WE CAN HELP
Questions about what new tech you should focus on? Reach out to us for insight, and we'll let you know what clients in your field are looking for.

3. SHOW A VARIETY OF WORK IN YOUR PORTFOLIO, BUT ALSO LEAN INTO YOUR STRENGTHS. Your portfolio should have some breadth, but many of our clients are seeking specialists in niche areas. Do you specialize in healthcare writing? Instructional design for the finance industry? Data visualization for tech clients? Don't be afraid to show the depth of your expertise in those topics. If you have extensive experience in more than one area you should consider having two resumes or portfolios, each of which focuses on a different skill set. @

INSIGHTS

Effective Client Communication

G reat client communication can be tricky! In the best-case scenario, you'll be able to treat the client as a trusted partner and communicate in ways that help you innovate new ideas, strategize growth, and complete projects more efficiently. But how can you manage conversations with clients to get those desired outcomes, especially in creative projects that just don't seem to go as smoothly as you'd expected?

HOW WE CAN HELP
When in doubt, reach out to us for assistance in dealing with client questions, or if you feel you're not communicating with a particular client effectively. We're happy to offer advice or step in to clarify when needed!

Keep these three facts in mind as you communicate with your clients:

1. THEY'D DO IT THEMSELVES... IF THEY HAD TIME. In many cases, the client has hired you to do something that, in a perfect world, they'd have the time to do themselves. That means they probably have specific ideas about how they want the project done, but they might not have the ability (or the time!) to explain it.

2. REVISIONS ARE PART OF THE PROCESS. It's not unusual for a round or two (or three!) of edits, even if you feel you've understood and delivered on the original brief. It's also possible that the client doesn't know what they want until they see what they **don't** want.

3. YOU'RE THERE TO MAKE THEIR JOB EASIER. The client has hired you to take some of the work off of their plate, so framing your communications in that way (Ex: "What can I do to help you the most today?") can help you achieve that trusted-partner status, and help your projects progress smoothly. ⌾

INSIGHTS

Set Yourself Up for Success

Freelance project teams can range widely in size. You may be working with dozens of fellow creatives and a dedicated project manager, or you may be working solo, responsible for both content creation and project management. What's the best way to set yourself up for success when you're working solo with a client?

HOW WE CAN HELP
Once you're onboarded to a Creatives On Call project, ask to join our "Freelancers Office Party" Slack channel, and tap into a community of creatives for resources to help you stay organized.

1. THE TIMELINE IS EVERYTHING.
Talk to the client about their timeline for deliverables. Knowing if they have a hard deadline for project launch lets you plan everything else, and ensures that expectations are realistic for the project's scope. Nail down those deadlines and then create a timeline for the project with appropriate milestones and regular checkpoints. Share that document with your client and get their buy-in.

Looking for resources to help keep you organized? Check out the free project management tracking site [Monday](#).

2. GET APPROVALS ALONG THE WAY. As the project progresses, scheduling check-ins with the client is essential. You don't want to travel too far down the wrong path, so regular reviews and approvals of work-to-date will save both your and the client's time.

3. DOCUMENTATION IS KEY. When you're working one-on-one with a client, documenting your timeline, any incremental approvals or feedback, and any changes in the scope of the project is a great way to make sure everyone stays on the same page. This can be as simple as a quick email or Slack-channel post after every check-in meeting, stating what was discussed, any changes in the project plan, and updated timelines or changes in expectations for project delivery. ©

INSIGHTS

Four Tips for Creating an Exceptional Customer Experience

As a freelancer, it's important to develop strong customer service skills. Not only does it increase client satisfaction, but it will also help you develop strong, long-lasting client relationships (so you will be at the top of their list when the next project comes up!)

Here are the four things our recruiters tell us make for exceptional customer service and happy clients:

1. MAINTAIN A POSITIVE ATTITUDE. This one seems obvious, but it can be the first thing to go out the window when a project gets stressful. Always take a beat before you reach out to clients, and keep your attitude relentlessly cheery!

2. HANDLE FEEDBACK WELL. Always be open to client feedback and handle it professionally. Listen carefully to what the client needs revised, ask follow-up questions to clarify, and agree on a timeline for revisions.

3. RESPOND PROMPTLY. You don't need to be available 24/7, but do let clients know your typical business hours. Your hours and availability might change, (that's a perk of freelance life!) just keep clients updated if you will be unavailable for any length of time.

4. NEVER MISS A DEADLINE. Clients are counting on you to deliver the work they need on time. Plan your time on the project so that your work is finished ahead of the client deadline, which will give you a bit of flexibility if any unexpected issues arise.

Success in freelancing all comes down to giving your clients an exceptional experience and letting them know you are willing to do what it takes to meet their project goals. Staying positive and open to feedback, and always making your deadlines will enable you to build long-term relationships that will keep you working steadily! ©
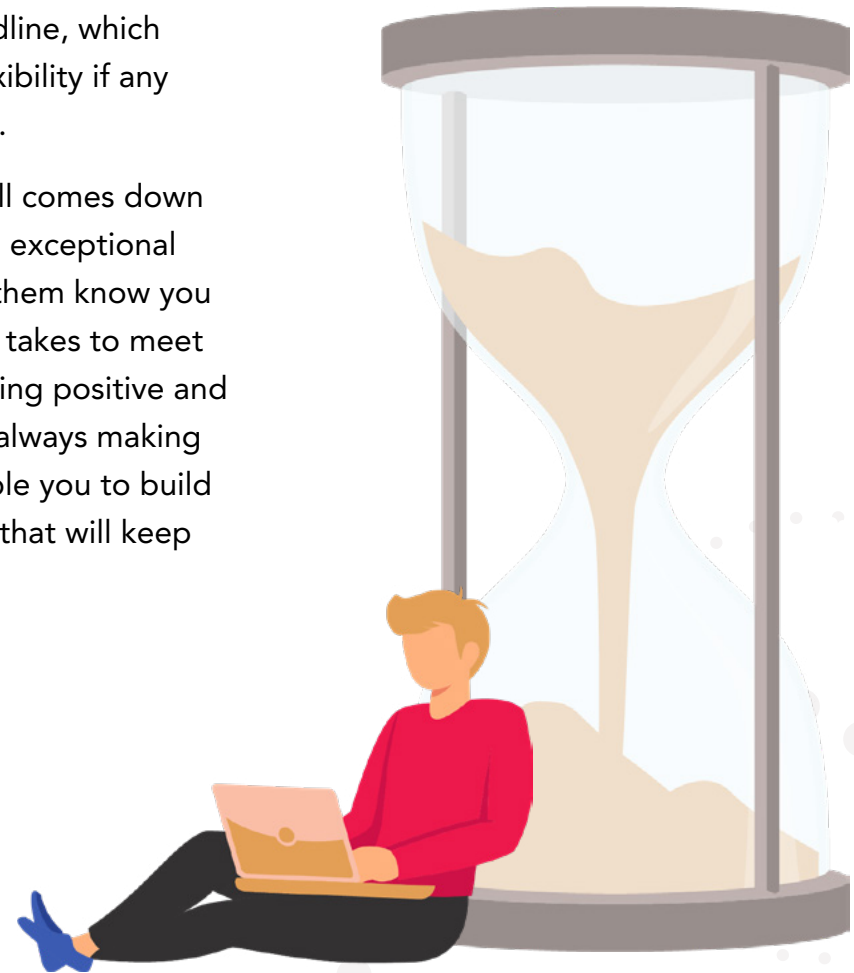
INSIGHTS

Top Five Reasons to Keep Skilling Up

We're all busy with our day-to-day activities, family responsibilities, and work for clients. It's hard to make time for everything we already have going on. Who has extra time to dedicate to learning?

That said, it's important to keep up-to-date with the newest tech in your field, and continuously add updated proficiencies to your skill set. Here are the top five benefits to skilling up:

Interested in knowing the top skills our employers were looking for in 2022? See our list and choose one to learn for 2023!

1. MAKE YOURSELF MORE VALUABLE.
When you add new skills, not only will you be more in demand with more clients, but your salary potential will rise too!

2. MAKE YOURSELF MORE CONFIDENT.
When you add a new app or software package to your skill set, you'll gain the confidence to take on new and challenging tasks. And you may just discover a brand new passion!

3. KEEP YOURSELF ENGAGED.
Continuous learning is good for your overall flexibility as a freelancer. It also helps keep you interested in the jobs you're doing and lessens your chances of burnout.

4. MAKE YOURSELF MORE EFFICIENT.
Learning new skills and software packages can help you get more done in less time, which is what we're all aiming for!

5. MAKE YOUR TEAM BETTER. Even if you're not using a new skill on every job, having a deeper understanding of more areas will improve your understanding of the roles other members of your team play. This helps make all of you more efficient and makes projects flow more smoothly.

Pick a new software from the list to the right, and commit to learning it this year! @

Top 10 Software Proficiencies Clients Requested in 2022

- Google Analytics
- Power BI
- Figma
- Salesforce Marketing Cloud
- HubSpot
- Pardot
- Asana
- Adobe Premiere Pro
- Adobe After Effects
- Google Slides

INSIGHTS

Add Value and Save Time by Understanding the Tech Stack

Depending on what side of the creative equation you're on, you may or may not be familiar with the term "tech stack." For our purposes, let's define the tech stack as all the different technologies that you and the other members of your team need to use, in order for the end product to work correctly. This can include anything from design applications to coding languages, or the various apps your colleagues are incorporating your work into.

No matter what role you're in, chances are you've probably run into problems related to a colleague's unfamiliarity with your part in the tech stack. Here are some ways your familiarity with a colleague's technology can positively or negatively impact a project:

AS A MARKETING DIRECTOR you want to launch a new campaign to visually represent a new process with interactive features. You need a graphic designer who can identify which technology will work best for the development (Figma, Google Slides, Illustrator, etc.). They also need to know how the piece will interact with a given channel in order to maximize its effectiveness.

AS A PROJECT MANAGER you're working with a client who wants a "quick edit" of their video by the end of the business day. Because you work closely with your video editor and understand their process, you know that this video – with extensive Adobe After Effects elements – will have a render time of several hours, so you're able to give the client a more realistic delivery timeline.

AS A MARKETING MANAGER you want to implement an email drip campaign within an automation platform. As the results start to funnel in, that data is automatically transferred to a data system like Tableau, Power BI, Google Analytics, etc. Your data reporting analyst will be able to trust that the numbers are accurate, and quickly begin to build data visualizations hat your designer can develop into insights for leadership.

You don't have to become an expert in every process or application to understand the tech stack. The best way to become familiar with the technologies your colleagues are using (and their potential limitations) is to ask!

As part of your fact-finding at the start of a job, it's a great practice to ask other members of the team for details on what technology they're using, and if there's anything you can do in your role to make their job easier or provide your work product in the correct format. Also, make it a practice to tell your teammates the limitations and specifications of any technology you're using.

As the job progresses, ask for feedback from each team member to ensure your part in the project has been submitted in an optimal format. This will help everything progress with fewer opportunities for glitches when you're ready to go live! ⓒ

Salaries

Content Development & Management

Position	Annual Salary	Average Hourly
Proofreader	$35,400.00	$17.00/hr
Copy Editor	$66,000.00	$32.00/hr
Copywriter	$60,000.00	$29.00/hr
Web Content Writer	$52,400.00	$25.00/hr
Social Media Manager/Strategist	$63,500.00	$31.00/hr
Technical Writer	$78,000.00	$37.00/hr
Press Release Writer	$65,600.00	$32.00/hr
Proposal Strategist	$80,075.00	$38.00/hr
Grant Writer	$60,625.00	$29.00/hr

Content Development & Management

Industry Time to Fill	COC Time to Fill
62	**9**

Design & Production

Position	Annual Salary	Average Hourly
Presentation Designer	$45,300.00	$22.00/hr
Industrial Designer	$84,600.00	$41.00/hr
3D Modeler	$76,000.00	$37.00/hr
Creative Director	$115,000.00	$55.00/hr
Interior Designer	$75,500.00	$36.00/hr
Graphic Designer	$62,300.00	$30.00/hr
Art Director	$90,000.00	$43.00/hr
Multimedia Designer	$63,400.00	$30.00/hr
Photo Retoucher	$52,000.00	$25.00/hr
Photo Stylist	$58,000.00	$28.00/hr
Web Production Artist	$56,600.00	$27.00/hr

Design & Production

Industry Time to Fill	COC Time to Fill
60	13

Design & Production

Position	Annual Salary	Average Hourly
Package Designer	$67,000.00	$32.00/hr
Creative Services Manager	$71,900.00	$35.00/hr
3D Animator	$78,500.00	$38.00/hr
Package Production Artist	$51,075.00	$25.00/hr
Illustrator	$63,300.00	$30.00/hr
2D Animator	$90,000.00	$43.00/hr
Infographics Designer	$64,000.00	$31.00/hr
Digital Asset Manager	$85,000.00	$41.00/hr
Interactive Designer	$80,000.00	$38.00/hr
Visual Designer	$74,100.00	$36.00/hr
Digital Designer	$59,000.00	$28.00/hr

Design & Production

Industry Time to Fill	COC Time to Fill
60	13

Interactive & Media

Position	Annual Salary	Average Hourly
Interactive Producer	$66,600.00	$32.00/hr
E-Commerce Marketing Manager	$96,000.00	$46.00/hr
Photographer	$33,300.00	$16.00/hr
Audio Engineer	$52,000.00	$25.00/hr
Web Production Artist	$56,600.00	$27.00/hr
Webcast Producer	$90,000.00	$43.00/hr
Voice-Over Artist	$65,000.00	$31.00/hr
Front-End Web Developer	$79,260.00	$38.00/hr
Motion Designer	$87,000.00	$42.00/hr
Mobile App Designer	$92,500.00	$44.00/hr

Interactive & Media

Industry Time to Fill	COC Time to Fill
45	9

Marketing, Advertising & Account Services

Position	Annual Salary	Average Hourly
Public Relations Manager/Specialist	$87,000.00	$42.00/hr
New Business Developer	$110,000.00	$53.00/hr
Project Manager	$99,600.00	$48.00/hr
Digital Marketing Strategist	$85,000.00	$41.00/hr
MarCom Manager	$76,600.00	$37.00/hr
Event Manager	$46,000.00	$22.00/hr
Marketing Manager	$82,400.00	$40.00/hr
Brand/Product Manager	$80,000.00	$38.00/hr
Traffic Coordinator	$46,000.00	$22.00/hr
SEO/SEM Specialist	$62,000.00	$30.00/hr
Marketing Coordinator	$54,100.00	$26.00/hr

Marketing, Advertising, & Account Services

Industry Time to Fill	COC Time to Fill
63	22

Marketing, Advertising & Account Services

Position	Annual Salary	Average Hourly
PPC Specialist	$57,000.00	$27.00/hr
Media Planner	$66,600.00	$29.00/hr
Customer Experience Director	$112,000.00	$54.00/hr
Marketing Researcher	$67,000.00	$32.00/hr
Account Manager	$71,500.00	$34.00/hr
Digital Media Buyer/Planner	$54,000.00	$26.00/hr
Traffic Manager	$76,400.00	$37.00/hr

Marketing, Advertising, & Account Services

Industry Time to Fill	COC Time to Fill
45	9

Learning & Development

Position	Annual Salary	Average Hourly
eLearning Designer	$85,500.00	$41.00/hr
Trainer	$78,600.00	$38.00/hr
Course Developer	$77,000.00	$37.00/hr
Course Content Writer	$60,400.00	$29.00/hr
Lecturer	$50,000.00	$24.00/hr
Print Procurement Specialist	$50,000.00	$26.00/hr
Instructional Designer	$75,600.00	$36.00/hr

Learning & Development

Industry Time to Fill	COC Time to Fill
70	2

ABOUT CREATIVES ON CALL

We believe that happy creatives make for happy companies. That's why for more than 25 years, we've dedicated ourselves to successfully matching talented creatives with the jobs of their dreams.

Whether you're looking for full-time work, part-time work, or even gig-based opportunities, you can trust us to take your career to the next level! Join our team and become one of the more than 15,000 mid-to-senior-level creative professionals who call Creatives On Call home.

Creatives On Call is a U.S. based consultancy and Certified Women-Owned Business, supporting domestic and multinational organizations.

Learn how we can help you.
Contact us today at 1-866-316-8919.

https://creativesoncall.com/