

# 2021

## SALARY GUIDE

**TECHNOLOGY**

**CREATIVE**

**DIGITAL MARKETING**

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## SALARIES

### Technology

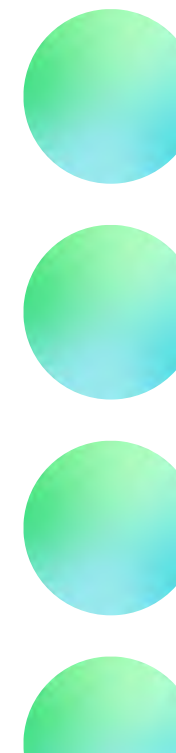
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# WHY MONDO?

Despite the ever-changing talent landscape of 2020, one thing remained consistent: the results produced by our virtual staffing process.

Our proven process sets us apart because it produces the results you need — in half the time of our competitors.

## Fulfillment Rate

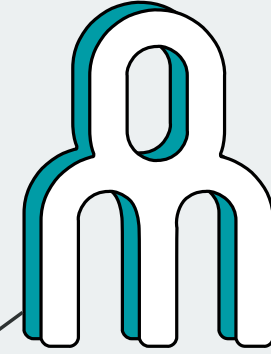
COMPETITORS 30%

MONDO 70%

## Average Time-To-Fill

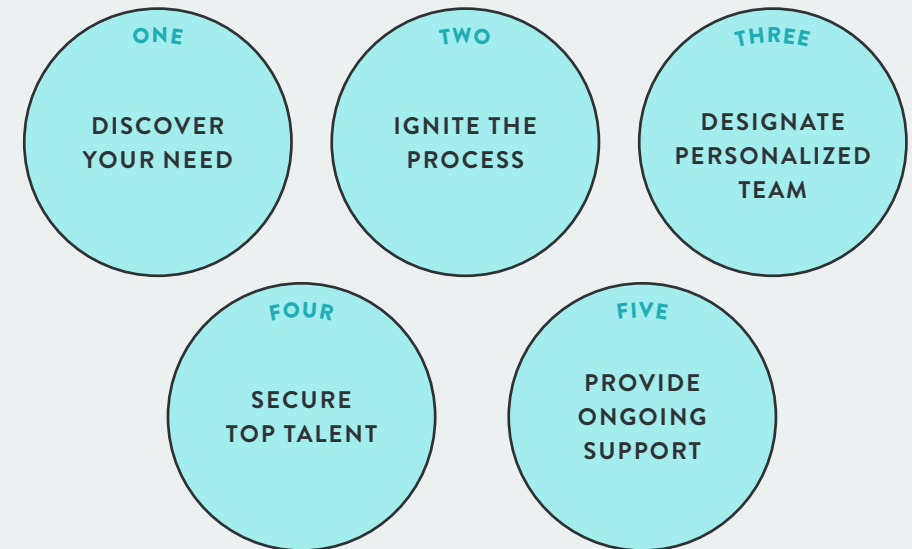


## PEOPLE & PROCESS



MONDO

YOU



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## THE COVID IMPACT

## ON HIRING TRENDS

Top Hiring Changes of 2020:



Virtual hiring & onboarding  
+ Shortened hiring process

Sources:  
2020 Manifest survey of 500+ hiring managers  
2020 LinkedIn survey of 1,500+ professionals  
[go.forrester.com/blogs/business-trends-2021/](https://go.forrester.com/blogs/business-trends-2021/)  
[comptia.org/content/research/it-industry-trends-analysis](https://comptia.org/content/research/it-industry-trends-analysis)  
[gartner.com/smarterwithgartner/9-future-of-work-trends-post-covid-19/](https://gartner.com/smarterwithgartner/9-future-of-work-trends-post-covid-19/)  
[hbr.org/2020/10/why-hiring-during-covid-is-different-than-in-previous-downturns](https://hbr.org/2020/10/why-hiring-during-covid-is-different-than-in-previous-downturns)  
[forbes.com/sites/bradadgate/2020/12/14/ad-agency-forecast-expect-the-advertising-market-to-rebound-in-2021/](https://forbes.com/sites/bradadgate/2020/12/14/ad-agency-forecast-expect-the-advertising-market-to-rebound-in-2021/)

## THE 2021 HIRING LANDSCAPE:

70%

**Virtual hiring preferred  
by employers & job seekers.**

70% of decision-makers reported virtual recruiting & hiring will become the new standard in 2021.

300%

**Hybrid on-site and remote  
teams become the standard.**

Remote work will continue to rise to +300% of pre-COVID levels.

32%

**Contract talent becomes  
go-to talent type.**

32% of organizations plan to replace full-time employees with contract talent.

71%

**Diverse candidate pool prioritization  
from employers.**

71% of job seekers want to work for a company that prioritizes diversity & inclusion.



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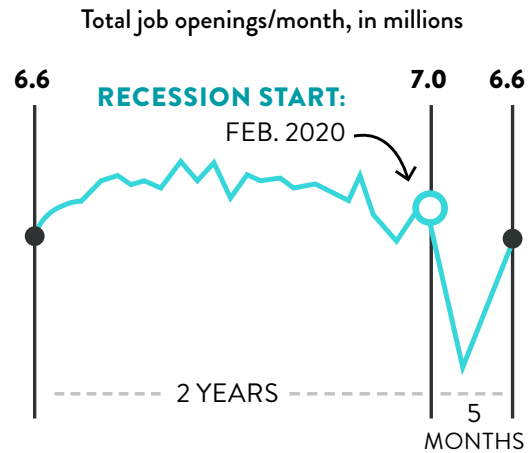
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## 2020 was not 2008. Here's why:

Job openings in 2020 have remained at unprecedented high levels.



2020 unemployment rates rose and fell **QUICKLY**.

Source: hbr.org/2020/10/why-hiring-during-covid-is-different-than-in-previous-downturns

### MARKET PROJECTIONS:



#### TECH INDUSTRY

projected to reach **\$5T** or **4.2% global growth** in 2021; a return to pre-pandemic trends.

#### DIGITAL MARKETING

forecasted to **grow by 8%** in 2021.

Translation = 2021 remains a candidate-driven market despite economic challenges.



The question for employers:  
How much is the right talent worth to *you*?



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## THE SALARY KEY

Your key to decoding current market ranges to inform your 2021 hiring & compensation strategies.



1

### THE REMOTE EFFECT

Shift to fully remote workforce in 2020 results in rural talent expecting salaries to match those in major talent hotspots like NYC and SF. Now demand, regardless of geo-location, dictates rate.

2

### IT'S SITUATIONAL

Rates fluctuate based on business size, scope of role, industry, contract vs. full-time, etc.

3

### RETENTION INFLATION

In the new remote, candidate-driven market, retention is everything. Companies are inflating initial rates to retain in-demand talent longer.

4

### THE DIGITAL TRANSFORMATION

Premium rates continue to climb higher for tech and digital-focused skill sets due to the COVID-fueled global prioritization of digital experiences across all industries.



# TECHNOLOGY

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## EXECUTIVE

POSITION	LOW	HIGH
Chief Information Security Officer	175 000	300 000
CTO/CIO	175 000	300 000
VP, Application Development	150 000	250 000
VP, Engineering	150 000	250 000
VP, IT	150 000	185 000
VP, Infrastructure	150 000	175 000
Director, eCommerce Systems/Platforms	140 000	185 000
Director, PMO	130 000	195 000

## AI & MACHINE LEARNING

POSITION	LOW	HIGH
AI Developer	120 000	220 000
Machine Learning Engineer	120 000	250 000



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## APP & SOFTWARE DEVELOPMENT

POSITION	LOW	HIGH
Software Engineer	85 000	200 000
C++	85 000	170 000
Full Stack	90 000	180 000
.NET	85 000	165 000
Java	95 000	200 000
PHP	85 000	140 000
Python	100 000	200 000

## BI & DATA

POSITION	LOW	HIGH
BI Analyst	70 000	135 000
BI Architect	125 000	190 000
BI Developer (Tableau, PowerBI, Qlik)	100 000	160 000
Big Data Engineer	140 000	200 000
Data Analyst	65 000	120 000
Data Architect	145 000	225 000
Data Engineer	110 000	185 000
Data Scientist	110 000	250 000
Data Warehouse Engineer	110 000	190 000
Database Architect	100 000	180 000
Database Developer	90 000	150 000
NoSQL DBA (MongoDB, CouchDB, Neo4J)	110 000	175 000
Relational DBA (MySQL, Oracle, PostgreSQL)	85 000	150 000





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## BUSINESS APPLICATIONS DEVELOPMENT

POSITION	LOW	HIGH
Application Architect	140 000	200 000
MS Dynamics Developer	120 000	180 000
Mulesoft Developer	90 000	160 000
PeopleSoft Administrator/Developer	85 000	155 000
SAP Developer/ABAP	140 000	220 000
Sharepoint Developer	95 000	150 000
Solutions Architect	155 000	220 000

## DEVOPS & CLOUD

POSITION	LOW	HIGH
Cloud Architect	150 000	230 000
Cloud Engineer (AWS, Azure, Google)	120 000	195 000
DevOps Lead/Engineer	130 000	230 000
DevSecOps Engineer	160 000	240 000



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## FRONT-END & MOBILE DEVELOPMENT

POSITION	LOW	HIGH
Front-End Developer/Engineer	65 000	180 000
Angular	95 000	175 000
JavaScript	90 000	170 000
Mobile (Android/iOS)	90 000	180 000
Node.js	110 000	160 000
React	105 000	180 000
WordPress/Drupal	65 000	140 000

## GAMING

POSITION	LOW	HIGH
AR Engineer	100 000	160 000
Game Designer	110 000	160 000
IoT Consultant	150 000	200 000
Unity Developer	100 000	160 000
Unreal Engine Developer	110 000	160 000
VR Engineer	100 000	160 000



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## NETWORK SUPPORT

POSITION	LOW	HIGH
Data Center Technician	45 000	75 000
IT Manager	80 000	140 000
Network Administrator	80 000	110 000
Network Architect	150 000	200 000
Network Engineer	90 000	170 000
Network Operation Center (NOC) Analyst/Technician	45 000	85 000

## PROJECT MANAGEMENT

POSITION	LOW	HIGH
Agile Coach	130 000	220 000
Business Analyst	70 000	140 000
Delivery Manager	90 000	160 000
Product Manager	100 000	185 000
Program Manager	125 000	200 000
Project Coordinator	50 000	80 000
Project Manager	90 000	175 000
Scrum Master	115 000	180 000
Technical Writer	75 000	110 000



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## QA & TESTING

POSITION	LOW	HIGH
QA Analyst	70 000	110 000
QA Automation Engineer	90 000	135 000
QA Manager	90 000	140 000

## SALESFORCE

POSITION	LOW	HIGH
Salesforce Administrator	85 000	120 000
Salesforce Business Analyst	85 000	150 000
Salesforce Developer	130 000	180 000
Salesforce Project Manager	100 000	165 000
Salesforce Solutions Architect	145 000	210 000



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## SECURITY

POSITION	LOW	HIGH
Application Security Engineer	125 000	190 000
Compliance Analyst	80 000	125 000
Cybersecurity Analyst	90 000	160 000
Cybersecurity Engineer	120 000	210 000
Information Security Analyst	85 000	130 000
Information Security Manager	140 000	225 000
Network Security Administrator	85 000	120 000
Network Security Engineer	125 000	180 000
Risk Manager	90 000	150 000
Threat Intelligence Analyst	110 000	170 000

## TECHNICAL SUPPORT & SYSTEMS

POSITION	LOW	HIGH
Desktop Support	45 000	85 000
Help Desk (L1-L3)	45 000	95 000
Help Desk Manager	65 000	115 000
O365 Engineer	90 000	140 000
Systems Administrator	70 000	125 000
Systems Engineer	85 000	160 000



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## LEADERSHIP

POSITION	LOW	HIGH
Art Director	100 000	150 000
Creative Director	110 000	190 000

## DESIGN

POSITION	LOW	HIGH
Graphic Designer	50 000	100 000
Instructional Designer	80 000	130 000
Interactive Designer	60 000	130 000
Mobile Designer	90 000	170 000
Motion Graphics Designer	50 000	100 000
Presentation Designer	50 000	85 000
Product Designer	110 000	180 000
Visual Designer	75 000	150 000
Web Designer	65 000	125 000



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## PRODUCTION

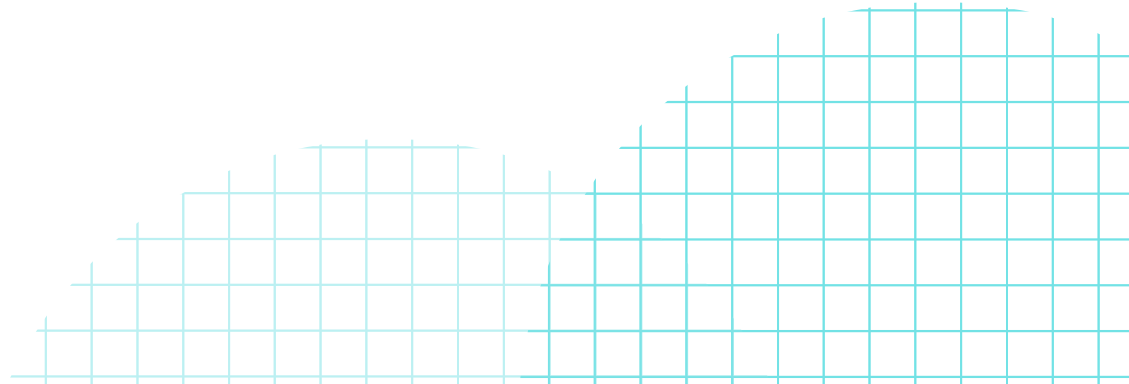
POSITION	LOW	HIGH
Production Designer	60 000	85 000
Production Manager	75 000	130 000
Web Producer	55 000	85 000

## UX/UI

POSITION	LOW	HIGH
Information Architect	110 000	175 000
UX Researcher	60 000	90 000
UX/UI Designer	70 000	165 000
UX/UI Developer	90 000	175 000

## VIDEOGRAPHY

POSITION	LOW	HIGH
Video Editor	85 000	120 000
Video Producer	50 000	90 000





# DIGITAL MARKETING

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## EXECUTIVE

POSITION	LOW	HIGH
Chief Growth Officer	175 000	220 000
CMO	185 000	275 000
VP, Digital Marketing	150 000	200 000
VP, eCommerce	150 000	180 000
VP, Marketing Communications	125 000	175 000
VP, MarTech Solutions	145 000	200 000
Director, Digital Marketing	110 000	155 000
Director, eCommerce	115 000	170 000
Director, SEO/SEM	90 000	145 000
Director, Social Media	90 000	130 000
Director, UX/UI	125 000	175 000
Director, Web Analytics	110 000	175 000

## ANALYTICS

POSITION	LOW	HIGH
BI Analyst	70 000	125 000
BI Analytics Manager	130 000	170 000
Google Analytics Expert	85 000	145 000
Marketing Data Analyst	75 000	135 000
Web Analyst	75 000	135 000
Web Analytics Manager	80 000	135 000





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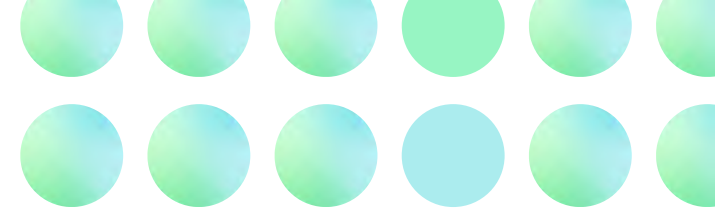
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## CLIENT SERVICES & DIGITAL STRATEGY

POSITION	LOW	HIGH
Account Executive	60 000	80 000
Account Director	90 000	115 000
Account Manager	70 000	90 000
Digital Producer	60 000	120 000
Digital Project Manager	80 000	135 000
Digital Strategist	75 000	130 000

## CONTENT & SOCIAL

POSITION	LOW	HIGH
Blogger	45 000	70 000
Community Manager	55 000	80 000
Content Strategist	65 000	95 000
Copywriter/Copy Editor	45 000	90 000
Marketing Communications Specialist	55 000	85 000
Proofreader	45 000	70 000
Social Media Manager	60 000	100 000
Social Media Specialist	55 000	85 000
Technical Writer	60 000	110 000
Web Editor/Producer	55 000	85 000



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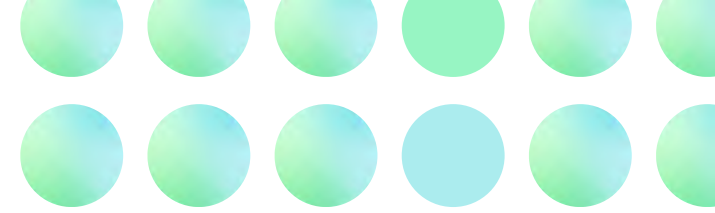
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## ECOMMERCE

POSITION	LOW	HIGH
eCommerce Developer (Shopify, Magento)	90 000	155 000
eCommerce Manager	95 000	125 000
eCommerce Project Manager	90 000	130 000

## MEDIA

POSITION	LOW	HIGH
Ad Ops Specialist	50 000	80 000
Ad Trafficking Specialist	45 000	70 000
Digital Media Buyer/Planner	65 000	115 000
Paid Search/Social/SEM Manager	75 000	120 000
Programmatic Media Manager	75 000	150 000
SEO Manager	70 000	150 000

## MARKETING & DEMAND GEN

POSITION	LOW	HIGH
Brand Manager	60 000	130 000
Email Developer/Designer	65 000	120 000
Marketing Automation Manager (Marketo, Eloqua, HubSpot)	70 000	160 000
Marketing Coordinator	50 000	85 000
Marketing Manager	65 000	130 000



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## ABOUT MONDO

Staffing done differently.  
How real people find the right people.

HOW DO WE DO IT?  
It all boils down to our core values.

M.A.P. =



### MENTALITY

#### People-Centric Mentality.

Helping you produce innovative solutions and finding talent their dream gig is our passion, not just our job.



### ACCOUNTABILITY

#### Accountable to Our Results.

We do what we say, and say what we mean. With Mondo, you'll get the results you need, faster than our competitors.



### PROCESS

#### Quality > Quantity.

We've built our Process to ensure we deliver the best talent fit in the shortest amount of time.



Because we  
believe you deserve a  
staffing partner who's as  
invested in your vision  
as you are.

# LOCATIONS

HQ • NYC • (212) 257-5111

102 MADISON AVE, 7TH FLOOR, NEW YORK, NY 10016

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