

Maximizing Professional Value and Marketability

Key Insights from Robert Half's 2025 Salary Guide



MAXIMIZING PROFESSIONAL VALUE AND MARKETABILITY

Welcome



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MAXIMIZING PROFESSIONAL VALUE AND MARKETABILITY

What We'll Cover

- Creative Industry Landscape
- Maximizing Your Value
- Marketing Yourself in a Digital World
- Q&A



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 **Robert Half**®
Talent Solutions

2025 Salary Guide

Numbers you can count on



National trends

Discover what's shaping salaries and the hiring market — and how it may help your business remain competitive or your career move forward.



Salaries by profession

Uncover employment trends in 7 professional fields and the projected salaries for hundreds of positions in 2025.



The latest on benefits and perks

Find out what workers prioritize and what employers provide, and benchmark your firm's offerings against your competitors'.

Creative Industry Landscape

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National Employment Snapshot

4.1 %

Unemployment
Rate

7.7 M

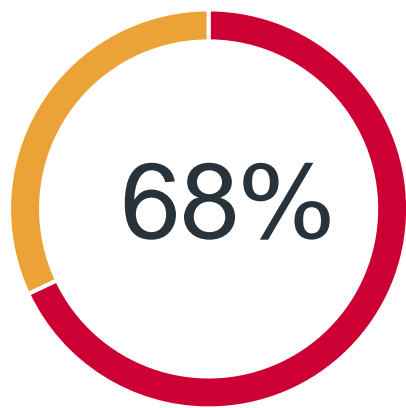
Job Openings

2.5 %

College-Degreed
Workers 25+

Source: U.S. Bureau of Labor Statistics

Hiring Outlook 2025



of marketing and creative managers are expanding teams: hiring for new and vacated positions in first half of 2025.

Largest year-over-year salary gains by category:

- **Design and production: UX +3.2%**
- Design and production+2.5%
- Advertising and marketing+1.8%
- Content development and management+1.6%

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Hot Jobs in Marketing and Creative

IN-DEMAND JOBS:

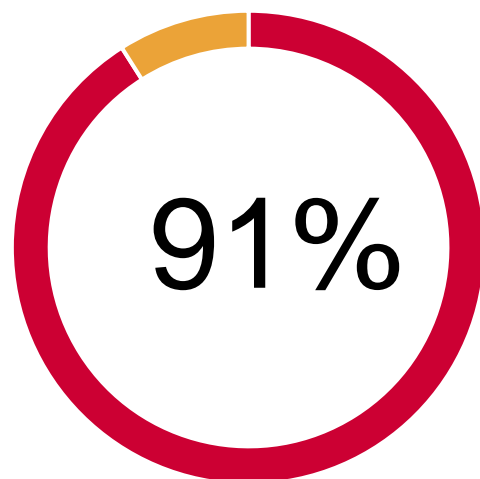
- **UX designer**
- **UX researcher**
- **Visual designer**
- Content specialist
- Digital marketing manager
- Digital project manager
- Graphic designer
- Product manager
- Web content manager
- Web designer

INDUSTRIES HIRING UX TALENT:

- Retail & E-commerce
- Financial Services
- Healthcare & Insurance
- Tech & SaaS Companies

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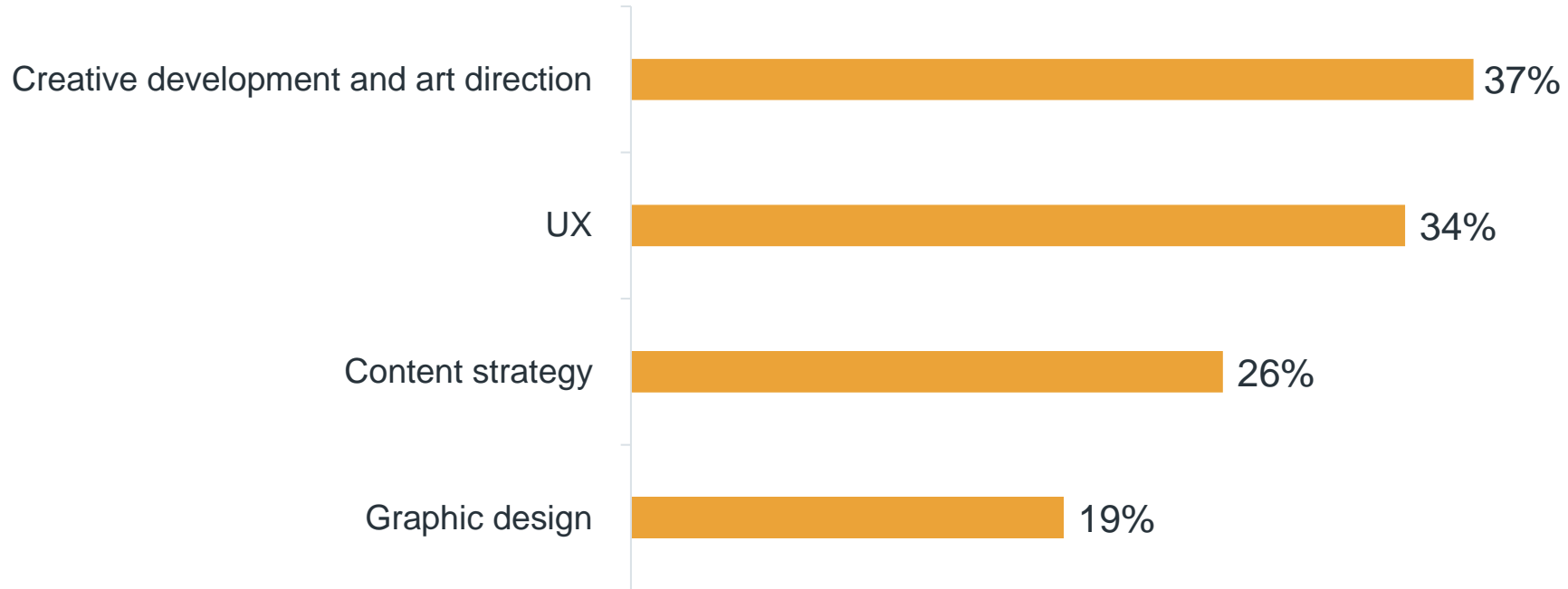
Hiring Challenges Persist



of marketing and creative managers face challenges finding skilled talent.

Premium Pay for In-Demand Talent

Marketing and creative skills managers increase salaries for:



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Workplace Flexibility Can Sweeten Hiring Offers

MANAGERS' IDEAL:

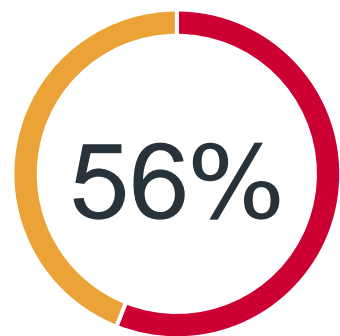
At least
4 days in-office

WORKERS' IDEAL:

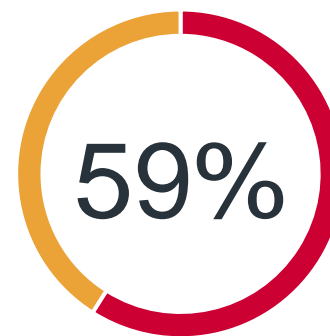
No more than
3 days in-office

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Skills Gap Snapshot



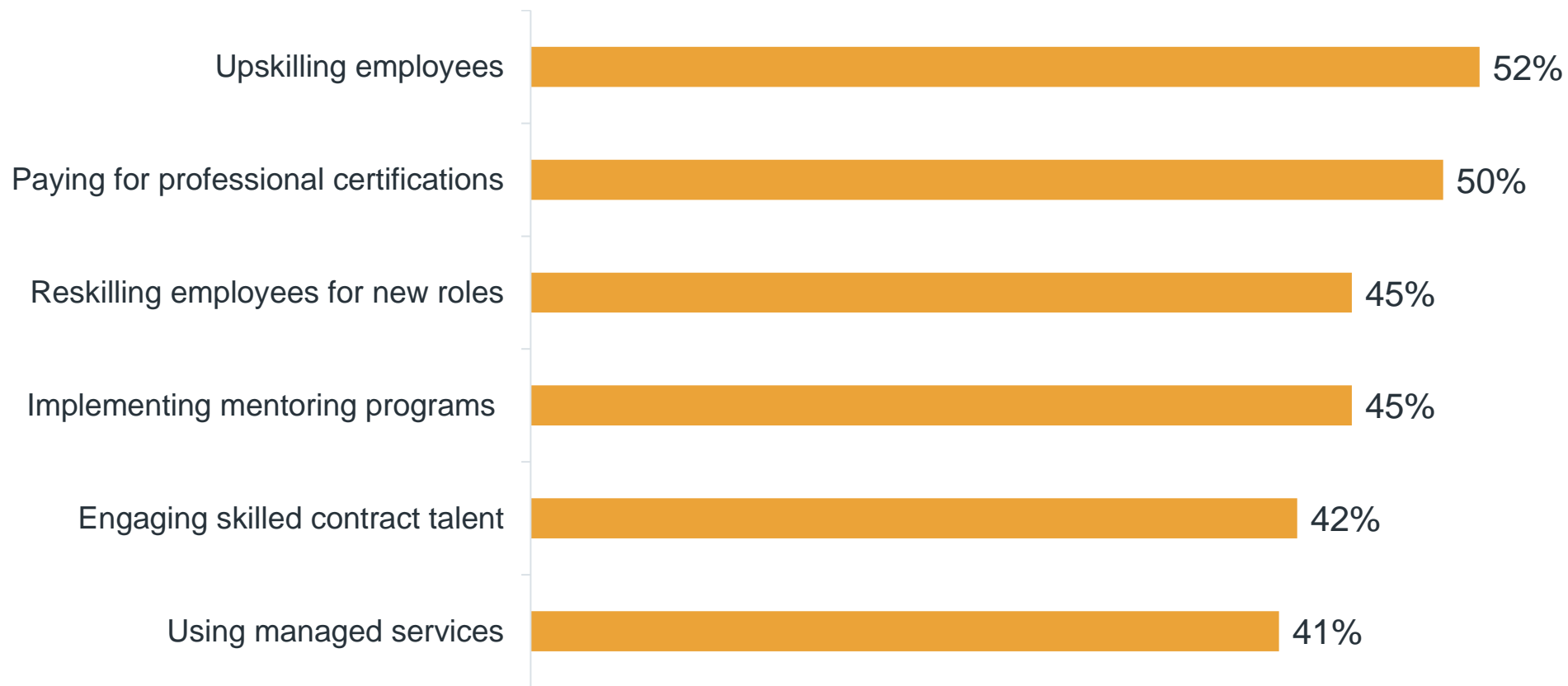
of marketing and creative managers have a skills gap within their department.



feel the impact of the skills gap now more than last year.

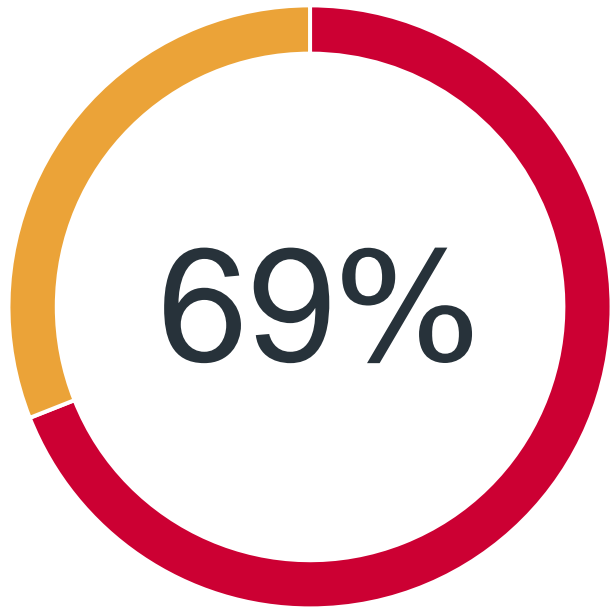
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How Managers Bridge Skills Gaps



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Impact of AI

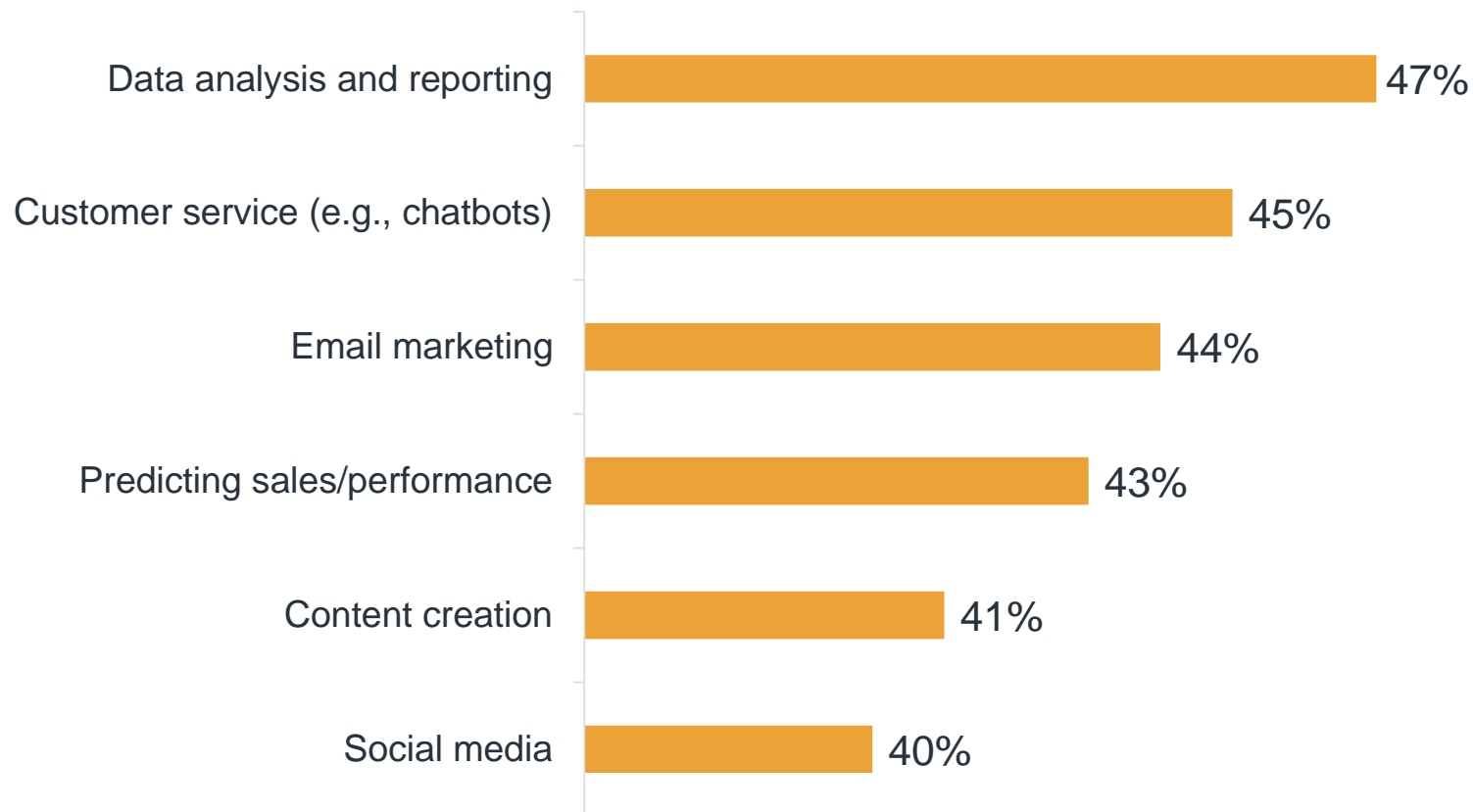


of marketing and creative managers say AI and automation are reshaping staffing needs.

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Managers Tapping AI for Many Tasks

How companies use AI:



EMERGING AI / UX OVERLAP ROLES:

- VR / AR Designer
- Creative Technologist
- Conversation Designer

Maximizing Your Professional Value and Marketability

Assessing Your Marketability

- Make choices based on long-term goals
- Put your plan to a reality test
- Identify transferable skills
- Consider informational job interviews
- Work as a contractor first

In-Demand Technical and Soft Skills for UX

Technical Skills

- User research
- Wireframing & prototyping
- Visual design
- Information architecture
- UX writing

Soft Skills

- Communication
- Collaboration
- Empathy
- Prioritization & time management
- Problem solving

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The Benefits of Certifications

- Career advancement
- Increased earning potential
- Enhanced credibility
- Confidence boost
- Job security

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Seek a Mentor

- Career guidance and advice
- Skill enhancement
- Real-world insights
- Networking opportunities
- Personal growth
- Confidence building

Why Network?



Great tool for job searches and career advancement



Way to deepen knowledge



Checkpoint for work dilemmas



Raising your professional profile

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Showcase Yourself with a Digital Portfolio

- Select your strongest samples
- Include detailed caption information
- Focus on the user experience
- Give your digital portfolio a test run
- Showcase your unique creative style
- Put your portfolio on LinkedIn

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Social Media for Success

- Share updates, ideas, images, and information
- Network with other professionals
- Curate content
- Post and view multimedia
- Build your personal brand

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Know Your Worth!

- Research average salary ranges
- Evaluate your skills and experience
- Assess the job market
- Consider perks and benefits
- Be ready to negotiate

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Additional Resources



Robert Half Salary Guide



Robert Half Blog



Demand for Skilled Talent

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Q&A



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Thank you!