

# Creative Director Pathway

START  
HERE

## Social Media Manager

- Create content for businesses.
- High School Diploma or GED
- Wage: \$31,000

## Graphic Designer

- Combines art and technology to create distinctive digital visuals.
- Certifications or 2 - 4 years of college
- \$52,600

## Senior Graphic Designer

- Oversee the creative process to visually represent a company's brand.
- Bachelor's Degree
- \$80,400

## Director of Marketing

- Defines all marketing strategies for overall advertising campaigns.
- Bachelor's Degree, 5 years of experience
- \$102,000

## Creative Director

- Makes high-level creative decisions and oversees the creation of creative assets.
- Bachelor's Degree, certificates, 3 - 5 years experience.
- \$109,200

Need a tour guide? Contact your  
personal navigator!

