

Colombia Tech, Creative, Digital Marketing and eCommerce Salary Guide.





**Is 2023 the year of offshore
staffing for innovative
eCommerce and Digital
Marketing businesses?**

Efren Chaux
CEO, Filta



The 4th Industrial Revolution has seen a lot of change in the structure and work patterns for many eCommerce and digital agencies – much of it for the better.

To date, 2022 was the year when distributed workforces came into their own. Whether it was taking more of a work-from-home arrangement, coordinating globally distributed workforces, or building high-performance teams in technology hubs like Colombia, 2022 saw structures that were once only the domain of large corporate enterprises now becoming accessible to small to medium businesses.

Colombia took the top spot in the Offshore BPO Confidence Index jointly developed by market insights firm Ryan Strategic Advisory and editorial firm Cognitive Copy for the second consecutive year. The South American nation topped the survey mainly because of the government's "multiple efforts" to enhance the labor force's skills. The country's competitive internet stability is among the strengths that boost confidence.

This Salary Guide will inform you of what we are seeing in the Colombian market and what you'd expect to pay.

We hope it adds value to your offshoring journey.

With this Salary Guide, it's our goal to give you as much information to make an **informed decision when building your Colombia-based nearshore team.**

Our Talent Acquisition Specialists are constantly talking to the best people in the Colombian market, and through their relationships and experiences, we've been able to compile this guide that gives you a snapshot of the market.

We've tried to make this Salary Guide as simple as possible, but when using it please be mindful of the following:

- While we have done our best and been very careful when putting this guide together, the salaries listed are only approximate guides.
- The figures quoted are Monthly Gross Salaries and do not include added operations costs you would incur such as Seat Lease, Government Benefits, 13th Month Payments, Redundancy Provision, Non-Taxable Allowances, additional allowances/benefits or any other operational or management fees.
- All figures quoted are in Colombian Pesos (COP).
- United States dollar approximations are based on an exchange rate of COP 4,781.28 = USD 1.00.
- Australian dollar approximations are based on an exchange rate of COP 3,189.71 = AUD1.00 and are excluding GST.

What this Salary Guide gives you and how to use it.



What we offer.

We can offer you a variety of different services to cater for wherever you are in your business lifecycle.

filtaQ **RECRUIT**

With over 50 years collective recruitment experience from around the world, we have the know-how to deliver a recruitment process built to find the right people for our clients – regardless of whether it's in their home country or overseas.

filtaU **EMPLOY**

Our Employer of Record (EOR) service is designed to simplify the employment process and give clients and their employees more control.

filtaA **EQUIP**

We can source equipment and facilities for our clients, and ensure it is delivered to their employees locations. Equipment would either be on a leasing arrangement or the clients can elect to purchase directly.

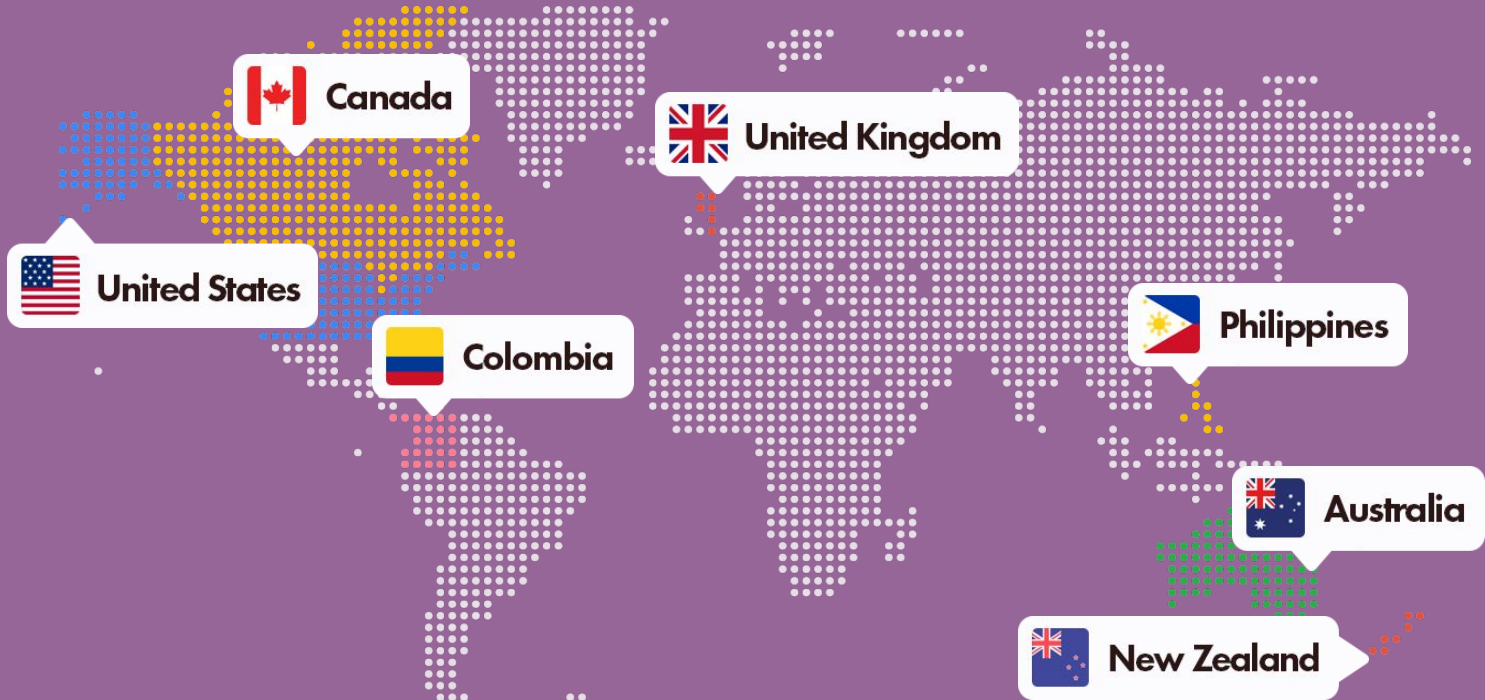
filtaC **ENGAGE**

Community members will have access to various benefits including regular social activities, educational sessions, and wellness support.

filtaZ **ADVISE**

Through consultation and education, we can guide clients through the process of effectively managing remote teams to achieve their business goals.

We source **talent** based in...



And help **businesses grow** in...



Finding **great** **talent** in the following disciplines...



Development



Creative Design



Digital Marketing,
Search & Social



Traditional,
Advertising &
Marketing



eCommerce
Customer
Support



Accounting &
Administration

First APAC BPO with **Gorgias** certified agents.

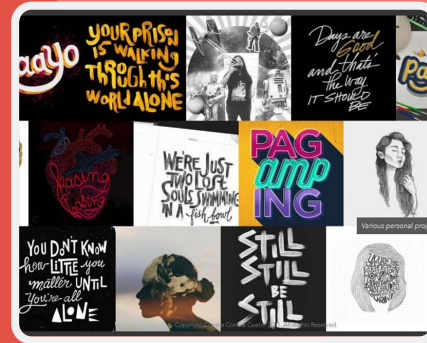
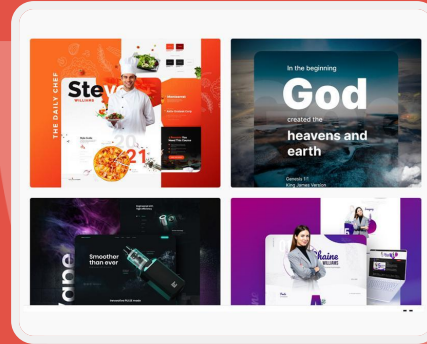
Are you or do you work with a merchant needing voice or non-voice customer support? Do you need customer support 24/7? **Filta and Gorgias have got you!**



Host International Design Awards.

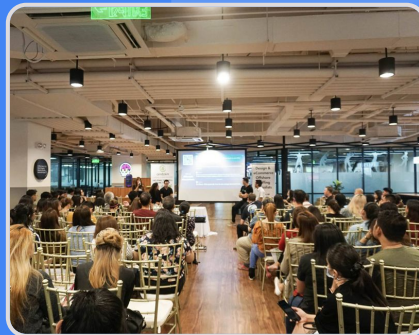
An online portfolio competition for graphic and web designers from all over the Colombia,

As the home of the best e-commerce, web development, and digital marketing talents in the Colombia, Filta recognizes talent when we see it, and we make sure to value it.

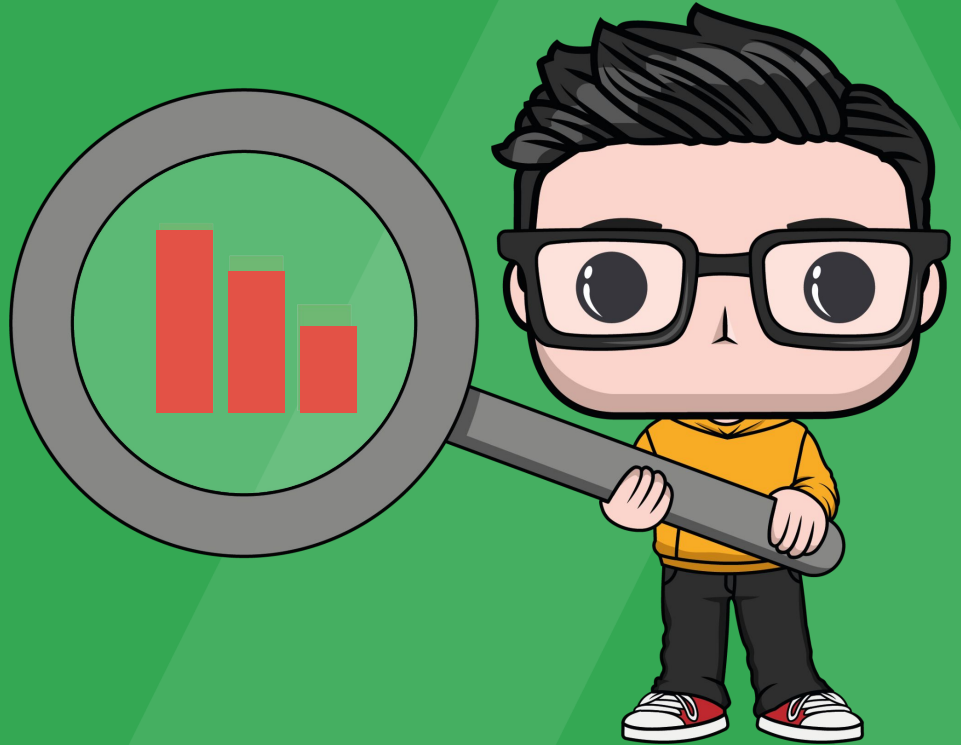


Host the **World's Largest Shopify Meetups.**

Filta hosts the world's largest in person and virtual eCommerce event with over 1,000 people joining to hear from international digital and eCommerce speakers.



Salary Guide Cheat Sheet.





Tech.

Business Applications Development	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD
SharePoint Developer	3,300,000	690	1035	5,610,000	1173	1759	9,570,000	2002	3000	15,400,000	3221	4828
Solutions Developer	3,300,000	690	1035	5,610,000	1173	1759	11,000,000	2301	3449	15,400,000	3221	4828
Solutions Architect	3,850,000	805	1207	6,600,000	1380	2069	13,200,000	2761	4138	19,800,000	4141	6207

Figures above include gross salary only, per month.

App & Software Development	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD
Software Engineer	3,520,000	736	1104	4,950,000	1035	1552	11,000,000	2301	3449	16,500,000	3451	5173
C++	2,970,000	621	931	5,610,000	1173	1759	10,780,000	2255	3380	15,730,000	3290	4931
C#	3,850,000	805	1207	5,500,000	1150	1724	9,350,000	1956	2931	15,400,000	3221	4828
HTML5*	2,750,000	575	862	4,950,000	1035	1552	8,360,000	1748	2621	11,000,000	2301	3449
Full Stack	3,520,000	736	1104	5,500,000	1150	1724	8,800,000	1841	2759	16,500,000	3451	5173
.Net	3,080,000	644	966	4,510,000	943	1414	8,580,000	1794	2690	13,200,000	2761	4138
Java	3,300,000	690	1035	4,510,000	943	1414	9,020,000	1887	2828	14,080,000	2945	4414
Python	3,190,000	667	1000	7,000,000	1464	2195	11,000,000	2301	3449	16,000,000	3346	5016

Dev Ops	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD
DevOps Lead/Engineer	3,520,000	736	1104	7,920,000	1656	2483	14,080,000	2945	4414	20,570,000	4302	6449
DevOps Manager				12,100,000	2531	3793	19,800,000	4141	6207	27,500,000	5752	8621

Tech.

Figures above include gross salary only, per month.

Front-End & Mobile Development	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD
Front End Developer/Engineer	2,970,000	621	931	5,060,000	1058	1586	8,030,000	1679	2517	14,300,000	2991	4483
Angular**	3,300,000	690	1035	8,250,000	1725	2586	15,000,000	3137	4703	19,000,000	3974	5957
JavaScript	2,750,000	575	862	5,170,000	1081	1621	10,120,000	2117	3173	14,300,000	2991	4483
Mobile (Android/iOS)	2,640,000	552	828	5,500,000	1150	1724	10,560,000	2209	3311	14,300,000	2991	4483
Node.js	4,070,000	851	1276	7,000,000	1464	2195	11,000,000	2301	3449	15,400,000	3221	4828
React	3,300,000	690	1035	8,250,000	1725	2586	15,000,000	3137	4703	19,800,000	4141	6207
WordPress/Drupal	2,530,000	529	793	4,180,000	874	1310	7,000,000	1464	2195	10,000,000	2091	3135
PHP	2,420,000	506	759	7,000,000	1464	2195	11,000,000	2301	3449	15,000,000	3137	4703

Project Management	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD
Business Analyst	2,860,000	598	897	4,730,000	989	1483	7,700,000	1610	2414	9,900,000	2071	3104
Project Coordinator	2,100,000	439	658	6,050,000	1265	1897	8,800,000	1841	2759	12,100,000	2531	3793
Project Manager				7,700,000	1610	2414	13,200,000	2761	4138	19,250,000	4026	6035
Project Manager (Dev/Mkt experience)				12,000,000	2510	3762	15,000,00	3137	4703	25,000,000	5229	7838
Scrum Master	3,740,000	782	1173	8,000,000	1673	2508	12,000,000	2510	3762	18,000,000	3765	5643

QA Testing	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD
QA Analyst	2,420,000	506	759	5,000,000	1046	1568	8,000,000	1673	2508	10,000,000	2091	3135
QA Manager				4,620,000	966	1448	9,900,000	2071	3104	16,500,000	3451	5173



Digital Marketing.

Analytics	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD
Google Analytics Expert	2,970,000	621	931	3,960,000	828	1241	5,390,000	1127	1690	6,820,000	1426	2138
Marketing Data Analyst	2,420,000	506	759	4,000,000	837	1254	6,000,000	1255	1881	8,000,000	1673	2508
Digital Marketing Analyst	2,530,000	529	793	5,000,000	1046	1568	8,000,000	1673	2508	12,000,000	2510	3762
Web Analysis	2,000,000	418	627	2,860,000	598	897	3,850,000	805	1207	4,510,000	943	1414

Figures above include gross salary only, per month.

Client Services & Digital Strategy	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COT	AUD	USD	COP	USD	AUD	COP	USD	AUD
Account Executive	2,200,000	460	690	3,850,000	805	1207	5,610,000	1173	1759	7,920,000	1656	2483
Account Manager				7,370,000	1541	2311	9,680,000	2025	3035	13,090,000	2738	4104
Digital Producer	2,090,000	437	655	3,850,000	805	1207	4,950,000	1035	1552	7,700,000	1610	2414
Digital Project Manager				5,500,000	1150	1724	9,900,000	2071	3104	14,300,000	2991	4483
Digital Strategist	2,000,000	418	627	5,000,000	1046	1568	8,000,000	1673	2508	12,000,000	2510	3762
Digital Media Planner	2,000,000	418	627	6,000,000	1255	1881	8,000,000	1673	2508	12,000,000	2510	3762

Content & Social	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COT	AUD	USD	COP	USD	AUD	COP	USD	AUD
Community Manager	2,420,000	506	759	3,740,000	782	1173	5,830,000	1219	1828	7,700,000	1610	2414
Copywriter/Editor	2,000,000	418	627	4,000,000	837	1254	6,000,000	1255	1881	9,900,000	2071	3104
Social Media Specialist	2,970,000	621	931	4,000,000	837	1254	6,000,000	1255	1881	8,000,000	1673	2508
Social Media Manager	2,090,000	437	655	4,000,000	837	1254	8,000,000	1673	2508	12,000,000	2510	3762

eCommerce	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD
eCommerce Developer (Shopify, BigCommerce, WooCommerce)	3,520,000	736	1104	8,000,000	1673	2508	10,000,000	2091	3135	15,400,000	3221	4828
eCommerce Developer (Magento)	3,520,000	736	1104	6,600,000	1380	2069	8,800,000	1841	2759	15,400,000	3221	4828
eCommerce Coordinator	2,090,000	437	655	2,750,000	575	862	4,070,000	851	1276	5,500,000	1150	1724
eCommerce Specialist	2,420,000	506	759	3,300,000	690	1035	6,600,000	1380	2069	9,900,000	2071	3104
eCommerce Manager				7,150,000	1495	2242	10,340,000	2163	3242	18,000,000	3765	5643
eCommerce Project Manager**				5,060,000	1058	1586	9,350,000	1956	2931	13,200,000	2761	4138

Marketing – with LATAM Experience	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD
Email Marketing Coordinator	2,000,000	418	627	3,300,000	690	1035	5,500,000	1150	1724	7,150,000	1495	2242
Email Marketing Specialist	2,750,000	575	862	4,950,000	1035	1552	7,700,000	1610	2414	9,900,000	2071	3104
Email Designer	2,750,000	575	862	4,950,000	1035	1552	7,700,000	1610	2414	9,900,000	2071	3104
Marketing Coordinator	2,000,000	418	627	3,850,000	805	1207	5,280,000	1104	1655	7,150,000	1495	2242
Research Coordinator	2,000,000	418	627	3,850,000	805	1207	6,600,000	1380	2069	9,350,000	1956	2931
Market Researcher	2,200,000	460	690	3,190,000	667	1000	5,500,000	1150	1724	8,250,000	1725	2586
Market Research Team Leader				7,150,000	1495	2242	9,570,000	2002	3000	14,850,000	3106	4656
Campaign Manager				3,410,000	713	1069	4,620,000	966	1448	5,610,000	1173	1759
Marketing Manager				7,700,000	1610	2414	15,400,000	3221	4828	22,000,000	4601	6897

Marketing – with International Experience	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD
Email Marketing Coordinator	2,000,000	418	627	4,950,000	1035	1552	7,700,000	1610	2414	9,900,000	2071	3104
Email Marketing Specialist	2,750,000	575	862	6,000,000	1255	1881	9,000,000	1882	2822	12,000,000	2510	3762
Email Designer	2,750,000	575	862	6,000,000	1255	1881	9,000,000	1882	2822	12,000,000	2510	3762
Marketing Coordinator	2,000,000	418	627	5,000,000	1046	1568	7,000,000	1464	2195	9,000,000	1882	2822
Research Coordinator	2,000,000	418	627	6,000,000	1255	1881	8,000,000	1673	2508	10,000,000	2091	3135
Market Researcher	2,200,000	460	690	3,190,000	667	1000	5,500,000	1150	1724	8,250,000	1725	2586
Market Research Team Leader				7,150,000	1495	2242	9,570,000	2002	3000	14,850,000	3106	4656
Campaign Manager				6,000,000	1255	1881	9,000,000	1882	2822	12,000,000	2510	3762
Marketing Manager				7,700,000	1610	2414	22,000,000	4601	6897	30,000,000	6274	9405

Media, Search and Digital Marketing – with LATAM Experience	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD
Ad Ops Specialist	2,000,000	418	627	2,640,000	552	828	3,850,000	805	1207	4,510,000	943	1414
Ad Trafficking Manager	1,650,000	345	517	2,860,000	598	897	4,070,000	851	1276	5,060,000	1058	1586
Digital Media Buyer/Planner	2,420,000	506	759	5,280,000	1104	1655	7,150,000	1495	2242	7,920,000	1656	2483
Paid Search/Social/SEM Specialist	2,000,000	418	627	2,860,000	598	897	4,950,000	1035	1552	6,820,000	1426	2138
Paid Search/Social/SEM Manager				4,620,000	966	1448	8,250,000	1725	2586	11,000,000	2301	3449
Programmatic Specialist	1,650,000	345	517	3,300,000	690	1035	9,900,000	2071	3104	11,000,000	2301	3449
Programmatic Media Manager				3,300,000	690	1035	7,700,000	1610	2414	12,100,000	2531	3793
SEO/SEM Specialist	2,000,000	418	627	2,860,000	598	897	4,950,000	1035	1552	6,820,000	1426	2138

Digital Marketing – with International Experience.

Figures above include gross salary only, per month.

Media, Search and Digital Marketing – with LATAM Experience	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD
SEO Manager				5,500,000	1150	1724	8,800,000	1841	2759	13,200,000	2761	4138
PPC Specialist	2,200,000	550	690	4,070,000	851	1276	6,930,000	1449	2173	8,800,000	1841	2759
Paid Search Specialist	2,200,000	550	690	4,620,000	966	1448	8,250,000	1725	2586	11,000,000	2301	3449
Google Ads Specialist	2,000,000	420	627	3,080,000	644	966	6,380,000	1334	2000	8,580,000	1794	2690
Social Media Coordinator	2,000,000	420	627	2,970,000	621	931	4,510,000	943	1414	6,600,000	1380	2069
Digital Marketing Coordinator	2,090,000	440	655	3,080,000	644	966	5,940,000	1242	1862	7,370,000	1541	2311
Performance Marketing Specialist	2,000,000	420	627	2,860,000	598	897	5,280,000	1104	1655	6,380,000	1334	2000
Digital Marketing Specialist	2,000,000	420	627	2,860,000	598	897	5,280,000	1104	1655	6,380,000	1334	2000

Digital Marketing – with International Experience.

Figures above include gross salary only, per month.

Media, Search and Digital Marketing – with International Experience	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD
Ad Ops Specialist	2,000,000	418	627	4,000,000	837	1254	7,000,000	1464	2195	10,000,000	2091	3135
Ad Trafficking Manager	1,650,000	345	517	5,000,000	1046	1568	8,000,000	1673	2508	10,000,000	2091	3135
Digital Media Buyer/Planner	2,420,000	506	759	5,000,000	1046	1568	9,000,000	1882	2822	12,000,000	2510	3762
Paid Search/Social/SEM Specialist	2,000,000	418	627	7,000,000	1464	2195	10,000,000	2091	3135	14,000,000	2928	4389
Paid Search/Social/SEM Manager				4,620,000	966	1448	8,250,000	1725	2586	11,000,000	2301	3449
Programmatic Specialist	1,650,000	345	517	6,000,000	1255	1881	9,000,000	1882	2822	12,000,000	2510	3762
Programmatic Media Manager				7,000,000	1464	2195	10,000,000	2091	3135	14,000,000	2928	4389
SEO/SEM Specialist	2,000,000	418	627	5,000,000	1046	1568	8,000,000	1673	2508	14,000,000	2928	4389

Digital Marketing – with LATAM Experience.

Figures above include gross salary only, per month.

Media, Search and Digital Marketing – with International Experience	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD
SEO Manager				7,000,000	1464	2195	10,000,000	2091	3135	14,000,000	2928	4389
PPC Specialist	2,200,000	460	690	6,000,000	1255	1881	9,000,000	1882	2822	12,000,000	2510	3762
Paid Search Specialist	2,200,000	460	690	6,000,000	1255	1881	9,000,000	1882	2822	12,000,000	2510	3762
Google Ads Specialist	2,000,000	418	627	5,000,000	1046	1568	8,000,000	1673	2508	10,000,000	2091	3135
Social Media Coordinator	2,000,000	418	627	5,000,000	1046	1568	7,000,000	1464	2195	9,000,000	1882	2822
Digital Marketing Coordinator	2,090,000	437	655	3,080,000	644	966	5,940,000	1242	1862	7,370,000	1541	2311
Performance Marketing Specialist	2,000,000	418	627	7,000,000	1464	2195	10,000,000	2091	3135	12,000,000	2510	3762
Digital Marketing Specialist	2,000,000	418	627	5,000,000	1046	1568	7,000,000	1464	2195	10,000,000	2091	3135

Digital Marketing – with LATAM Experience.

Figures above include gross salary only, per month.



Creative.

UX/UI	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD
UX/UI Designer	2,200,000	460	690	3,740,000	782	1173	6,710,000	1403	2104	10,000,000	2091	3135
UX/UI Developer	2,750,000	575	862	4,180,000	874	1310	8,250,000	1725	2586	14,300,000	2991	4483

Videography	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD
Video Editor	2,000,000	418	627	3,300,000	690	1035	5,500,000	1150	1724	7,700,000	1610	2414

Figures above include gross salary only, per month.

Design	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD
Art Director				3,800,000	795	1191	5,610,000	1173	1759	8,800,000	1841	2759
Creative Manager				4,950,000	1035	1552	8,030,000	1679	2517	13,200,000	2761	4138
Graphic Designer	2,000,000	418	627	2,860,000	598	897	5,000,000	1046	1568	8,000,000	1673	2508
CGI Designer	3,300,000	690	1035	6,050,000	1265	1897	9,900,000	2071	3104	15,400,000	3221	4828
Motion Graphics Designer	2,000,000	418	627	3,190,000	667	1000	8,000,000	1673	2508	10,000,000	2091	3135
Visual Designer	2,000,000	418	627	2,420,000	506	759	3,300,000	690	1035	6,000,000	1255	1881
Web Designer	2,000,000	418	627	2,800,000	586	878	5,000,000	1046	1568	8,000,000	1673	2508
3D Designer	2,000,000	418	627	2,500,000	523	784	3,080,000	644	966	6,000,000	1255	1881



Administration & Customer Support.

Administration & eCommerce Customer Support	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD
eCommerce Customer Support	2,200,000	460	690	3,080,000	644	966	7,040,000	1472	2207	10,120,000	2117	3173
Customer Experience Specialist	2,090,000	437	655	2,800,000	586	878	3,850,000	805	1207	6,000,000	1255	1881
Technical Support Specialist	2,000,000	418	627	3,000,000	627	941	4,000,000	837	1254	6,000,000	1255	1881

Figures above include gross salary only, per month.

Administration & eCommerce Customer Support	Graduate			Junior			Intermediate			Senior		
	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD	COP	USD	AUD
Administration Assistant	2,000,000	418	627	2,310,000	483	724	3,300,000	690	1035	7,150,000	1495	2242
Sales Administrator	2,750,000	575	862	3,740,000	782	1173	5,500,000	1150	1724	8,800,000	1841	2759
Project Administrator	2,000,000	418	627	2,420,000	506	759	4,070,000	851	1276	6,600,000	1380	2069
Project Coordinator	2,000,000	418	627	3,300,000	690	1035	5,060,000	1058	1586	8,800,000	1841	2759
Project Manager				4,400,000	920	1379	7,700,000	1610	2414	12,100,000	2531	3793
Personal Assistant	2,000,000	418	627	2,420,000	506	759	3,410,000	713	1069	6,000,000	1255	1881
Executive Assistant	3,080,000	644	966	4,290,000	897	1345	6,490,000	1357	2035	8,250,000	1725	2586

Administration & Customer Support.





Figures above include gross salary only, per month.

Other costs to keep in mind.

Depending on your preferred method of employing and engaging your staff, there are additional costs to be mindful of prior to commencing your offshore staffing journey. It's important to be aware of obligations (both for yourself and your staff member) and how they may affect the business continuity of your team.

Here is a list of some of the costs and approximate pricing to help you cost out the total investment.



Other costs to keep in mind	USD
 <p>Mandated Government benefits including:</p> <ul style="list-style-type: none"> • Unemployment Insurance + Interest • Allowances • Labor Risk Administration • Government Contributions for salaries over COP 9M 	<p>Approx. 20% of base salary per person, per month</p>
 <p>Government & Private Health Insurance – depending on the provider and the amount of cover you are offering your staff. Consider asking your provider whether this is paid as a lump sum once a year or spread out monthly.</p>	<p>Up to 15% of base salary per person, per month</p>
 <p>Bonus – mandated by the Government and payable to the employee on the last day of June, and within the first 20 days of December, each year. Consider asking your provider whether this is paid in June and December or spread out monthly.</p>	<p>Based on one month's salary</p>
 <p>Management Fees – offshore staffing providers such as Filta will include this cost to take into account operational expenses such as equipment, office facilities, maintenance, HR, IT, payroll, legal, etc.</p>	<p>Approx. \$750 – \$1,194 depending on provider offering</p>

Ready to **build** **your team?**



Nerissa Chaux

Co-Founder &
Chief Growth Officer



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