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HubSearch

ANNUAL REPORT

**HUBSPOT
ECOSYSTEM
SALARY GUIDE**



Jason Azocar, Founder + CEO |  HubSearch

We're in the **Golden Age** of HubSpot

There has never been a better time to go all-in on HubSpot - as either the focal point of your career, or as the platform that drives your business. With both massive growth in opportunities for individuals in the HubSpot talent ecosystem and incredible enhancements to HubSpot's product and features - this is the Golden Age of HubSpot.

And we're just getting started.

Here at HubSearch, we've had thousands of conversations over the years with professionals to gather the data for this guide - many of whom we also placed at organizations of all shapes and sizes.

As companies continue to adopt HubSpot at the rates of tens of thousands per quarter and the need for talent continues to rise daily, HubSearch has grown to become the global leader in HubSpot recruitment, placing skilled professionals across North America and Europe.

We enable individuals to grow by advancing in their career; we enable companies to grow by hiring people to unlock the immense power of HubSpot. This guide has become one of our most sought-after resources to help you make informed decisions - whether you're the one hiring or the one working towards maximizing your career potential.

Thank you for downloading our 2025 edition of our annual HubSpot Ecosystem Salary Guide.



BREAKING IT DOWN

KEY TAKEAWAYS

1

Salaries and hourly rates in the HubSpot ecosystem have leveled off. After a 51% increase in average rates from 2019 to 2024, we are seeing growth of compensation slow.

2

Hiring an in-house HubSpot product owner is becoming the norm, where for years it was the exception. The product is too deep for multi-hub customers to run without hiring an owner.

3

AI adoption will drive HubSpot hiring. HubSpot talent will be differentiated by those who can strategically implement AI solutions and those who will be AI integrators.

4

The trend of continued technology- and strategy-focused hiring continues. HubSpot partners and customers are demanding more from their talent including app integration.

5

In addition to salaried employment, new opportunities have opened up for HubSpot pros to take on project or contract work. There is massive non-full time opportunity.



ANNUAL SALARY GUIDE | 2025 EDITION

PART 1

Let's get down to business:

**Salary ranges and
role-specific data.**

Stay Current.

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news, trends, and
more on our blog.
Visit us [HERE](#).

HOW TO USE THIS GUIDE

EMPLOYERS

As HubSpot evolves into a more holistic customer platform, the opportunities for your business to maximize your investment continues to grow. Realizing the full value of HubSpot, however, is a challenge. With so many features and integrations, you need skilled HubSpot talent to make it happen.

Use this guide to inform your hiring and budget decisions, align your compensation packages to be more competitive and retain talent, and diversify the experience mix of your team.

The market is changing! It's time to examine your roles and make market rate adjustments to retain talent.

Understand the shifts in the HubSpot ecosystem, and enable yourself to hire the right people for your needs.



HOW TO USE THIS GUIDE

EMPLOYEES

Professionals who make up the “Employees” or “Candidates” part of our audience should use this guide as a resource to: benchmark current skill levels, understand fair market value for compensation, and look ahead for career trajectory and professional growth goals.

If you need to negotiate your compensation with your employer, this is your ultimate data resource.

1

**Understand what
your skills are
worth during your
job hunt.**

2

**Have a
conversation with
your manager if
you're seeking a
rate adjustment.**

3

**Support your
compensation
conversations with
data.**



WHAT'S IN A NAME?

HUBSPOT PROFESSIONALS HIGH PERFORMERS



Top companies are building teams with a diverse experience mix. Where do you fall along the spectrum?

Today's HubSpot is a behemoth of features that support a broad range of marketing, sales, operations, and service functions. High performers understand the evolution of the ecosystem, and are coordinating intricate functions of the HubSpot platform to align revenue-driving teams across a multitude of go-to-market strategies.

This also means that positions at the mid-career and junior levels are seeing a “raising of the bar” when it comes to knowledge and skill standards, so you'll need to make sure you're continuously learning.

Fortunately, HubSpot continues to be a leader in education and development for its community of professionals, and there are tons of resources available on LinkedIn, YouTube, and the Profoundly Campus. If you haven't brushed up on your skills in a while, now is a good time to realign yourself and cement your place as a high performer.

PUT IT TO WORK

UNDERSTANDING THE DATA

The slides to come will break down our analysis of compensation data into three career segments: junior, mid-, and senior level. We exclude entry because it is extremely rare that individuals in this category have acquired enough HubSpot product skill to accurately describe themselves as “HubSpot Professionals.”



ENTRY LEVEL: 0-1 YEAR*

Beginning their career, almost exclusively in their first “professional” job.

Unlikely to have platform/product experience.



JUNIOR LEVEL: 1-3 YEARS

Learning HubSpot and developing their expertise. More tactical than strategic.



MID-LEVEL: 4-7 YEARS

Has built a specialty and knows their craft well. Either a highly skilled tactician who understands their specialty well, or evolving into a strategist.



SENIOR LEVEL: 8+ YEARS

Has seen the market evolve. Likely highly technical and/or strategic, managing direct reports, and has expert-level skills paired with deep situational experience.

SALARY BY ROLE

HUBSPOT ADMINISTRATORS & TECHNOLOGISTS

Hiring a HubSpot Administrator is how HubSpot customers get the maximum benefit from their subscription and is comparable to a Salesforce Administrator. An Admin is highly proficient in multiple core hubs within HubSpot, generally at least Sales and Marketing. This role exists exclusively within HubSpot customer organizations, is broadly responsible for “solving problems with HubSpot and keeping HubSpot operating at peak efficiency,” and is ultimately responsible for the CRM, the data housed within it, and defining how teams interact with it. This person will also take a primary role in automation, reporting, and integrations.



This role is in high demand! It is rapidly evolving and following the early trajectory of “Salesforce Admin.”

Mid-level experience means higher level of ops and marketing automation with a deeper skill set across Marketing & Sales Hubs. At this tier, look for a candidate to have integration management experience.

Senior tiers should include experience across multiple hubs, with expert knowledge of Marketing & Sales, and crossover with Marketing Ops. Look for understanding of portal audits, data schema, and third-party integrations.

SALARY BY ROLE

HUBSPOT ACCOUNT STRATEGISTS

An Account Strategist has HubSpot experience in the Marketing, Sales and/or Service Hubs, is the primary point of contact for a client, leads onboarding and discovery, leads strategy and planning, and is likely hands-on in delivery. This person, at the more senior level, is also likely leading a delivery pod or set of pods. The Account Strategist is equal parts a relationship, strategy, and delivery management professional. This is the HubSpot partner org's equivalent of a HubSpot Admin.

JUNIOR LEVEL:
1-3 YEARS

**\$73,000 -
\$88,000**

The junior end of this salary band is not yet a true Account Strategist. They are either a great Account Manager gaining strategy skills, or a marketing strategist learning account management.

MID-LEVEL:
4-7 YEARS

**\$88,000 -
\$115,000**

Account Strategists are in high demand. In fact, this is one of our most requested roles to fill from HubSpot Partners. The role has started to blend traditional marketing strategy with RevOps skills.

SENIOR LEVEL:
8+ YEARS

**\$115,000 -
\$144,000**

An Account Strategist, while still partly tactical, is more concerned with the holistic marketing and GTM program design, development, deployment, and results. An Account Strategist offers that value plus exceptional client management.

SALARY BY ROLE

DIGITAL MARKETER

Digital Marketers are responsible for brand awareness, demand and lead generation as well as day-to-day usage of HubSpot MarketingHub. This person builds strategies and execution plans to utilize various tools, channels, and deployment methodologies to achieve a company's demand and lead gen goals, and is responsible for reporting campaign performance.

AI is having a significant impact on Digital Marketers. This is the first place organizations are likely to look when considering leveraging AI to reduce personnel costs. **For the first time in Salary Guide history, we're reporting a reduction in the range.**



SALARY BY ROLE

REVENUE OPERATIONS

A RevOps professional is first and foremost an ops professional who merges the technology and process considerations of sales, marketing and customer success functions to remove silos and optimize the revenue generation process. A RevOps professional aligns business goals with technology, process and reporting across the 3 key revenue functions.

RevOps functions exist both within HubSpot customers and sophisticated agencies. This is among the fastest growing segments within the HubSpot ecosystem.



To break into RevOps early in your career, you need systems knowledge and the ability to synthesize and report on complex data.

RevOps pros are nearly always sales or MarketingOps pros who have expanded their skills.

RevOps professionals are strategists first, tactical second. Within HubSpot customers, RevOps pros are commonly paired with a HubSpot Admin providing strategy and execution in a dynamic duo.

RevOps enable agencies to grow faster and more consistently than traditional content and inbound focused agencies. Only the most sophisticated HubSpot partners can offer RevOps as a service.

SALARY BY ROLE

HUBSPOT SOLUTIONS ENGINEER/ARCHITECT

This is an agency specific role, but more than that, it is a **role specific to sophisticated CRM implementation/migration-focused HubSpot partners**. The emergence of this role is strong evidence that a small cohort of HubSpot partners are leaning into the future of the ecosystem: CRM driven integration/migration projects, in particular Salesforce to HubSpot migrations.

This person is **technical, strategic and consultative in nature, and proficient in training, documentation development, and running tech stack audits**. **Enterprise implementation experience is a key differentiator as HubSpot continues upmarket.**



We see this role on the HubSpot partner side advising HubSpot customers during their implementation or migration period.

Mid-level experience includes migrating multiple organizations from MAPs with complexities such as custom CRM field mapping, complex workflows, marketing operation process migration, etc.

Senior level includes experience with highly complex integrations and migrations, likely for mid-market or enterprise HubSpot customers.

SALARY BY ROLE

HUBSPOT WEB DEVELOPERS

HubSpot Web Developers specialize in creating effective websites and/or web apps within the HubSpot Content Hub using various tools and development languages, some specific to HubSpot. This person is skilled with HTML/CSS, JavaScript, Hubl and the HubSpot CMS. This is not a software engineer building object oriented code, but rather a web developer, or full-stack developer, that is highly skilled at leveraging the HubSpot CMS and possibly working with APIs.

This has become one of the most common hires made in a nearshore location like Colombia.



SALARY BY ROLE

HUBSPOT INTEGRATION DEVELOPERS

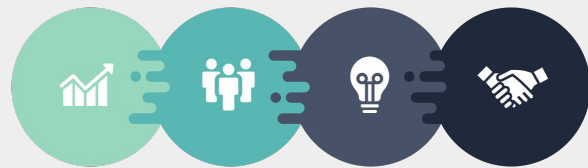
HubSpot Integration Developers have gained a great deal of traction over the past year. Once a daily niche role, HubSearch is seeing this role requested more and more frequently, generally within sophisticated partners. This is a software engineer tasked with **building complex custom integrations**. Upper mid-market and enterprise HubSpot adoption is a primary driver for this role gaining traction.

This has become one of the most common hires made in a nearshore location like Colombia.



PUT IT INTO ACTION

EMPLOYERS



The first step is to talk with someone you trust who has deep experience in Recruiting, People Operations, and Retention strategy. There may be “low-hanging fruit” optimizations you can easily make. A trusted advisor can help you see what may not have been obvious to you. Here are some example scenarios of where this guide can come into play:

LOSS OF TALENT

If you are struggling with attrition, below market pay is likely a component. People leave positions for a host of reasons, but compensation is often a primary driver. Use this guide to make sure you can eliminate compensation as the driver.

REJECTED OFFERS

You have spent the time to interview, you've found someone perfect for your team, only to get a “no” when you make your offer. This is a key indicator that your salaries are not aligned with the market. Compare your ranges to the ranges in this guide.

BUILD RETENTION

After you've spent the time hiring and trusting that you've found the right person to fill your role, make it known that you want to keep them. Continue to monitor market rates for compensation raises, help build their skill set, and have regular check-ins.

BE IN THE KNOW

In Part 2 of this guide, we'll break down some of the key ways HubSpot has evolved, how AI is impacting companies and teams, and share insights on what that means for attracting and retaining talent. Use this guide to as a resource to understand and anticipate.

No matter what, if you are below market rates you are increasing the risk of turnover. The cost to replace a high performer is always greater than increasing their compensation to market rates.

PUT IT INTO ACTION

HUBSPOT PROS

HOW TO TALK TO YOUR MANAGER

If you're below market rates, the first thing you should know is that the vast majority of companies aren't underpaying you intentionally. If you feel you are underpaid, it's time to have a conversation with your manager. It can feel very intimidating, but leave the worry at your desk and instead, bring data with you to start the discussion, and utilize some of the suggestions below.

6 TIPS FOR COMPENSATION CONVERSATIONS

1. Present data about market rates and how your compensation and skillset compare.
2. Be prepared with data about your performance, productivity, and output.
3. Have a quantified amount of money you're looking for.
4. Show how your contributions directly impact the company's performance and success.
5. Reinforce how much you love the company and your role, and the reasons you feel you've earned the raise.
6. Be prepared to hear "we can't offer that right now" and to counter with "I understand, let's build me a plan to get there."





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PART 2

A Whole New Era:

**HubSpot evolutions,
AI, and top-tier talent.**

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and industry
commentary.
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THE SCOOP:

HUBSPOT IS EVOLVING

Is inbound marketing still valuable? Absolutely. And, the inbound strategies of recent years have significantly evolved, requiring adaptation to remain effective. In 2025, marketers have the tools (including AI) to democratize content creation and share at velocity - much different than a handful of years ago during the ride of inbound, when content was less competitive.

Content today requires more skill, strategy, and analysis.

Take a look at these stats, and it makes total sense why HubSpot has evolved into a more well-rounded platform that supports wider marketing, sales, services, and operations.

57-70% of buyers have already done the research, and made preliminary decisions before contacting a company.

[Worldwide Business Research](#)

71% of consumers expect companies to deliver personalized experiences.

[McKinsey](#)

90% of all online content may be synthetically generated by as soon as 2026.

[The Living Library](#)

FEATURES GALORE

FAILING TO OPTIMIZE

With so many features and integrations, and the continuous evolution and expansion of the platform, it's not surprising that many companies never tap into the full potential of all HubSpot's capabilities. According to a survey from [New Breed](#), **47% of HubSpot users say they could do more to maximize the features of HubSpot, and 38% say the reason they don't is due to lack of training and knowledge.**

WHAT THIS MEANS FOR EMPLOYERS

HubSpot is an investment, and you want to make sure you're getting the most out of it to support your go-to-market and revenue strategies and profitability. Refer to the earlier parts of this guide to make sure your roles are aligned with business goals, and that you're offering competitive compensation to secure the right talent for the job. Consider working with a HubSpot recruiter who can help you dial in on precise needs and matching you with the best candidates.

WHAT THIS MEANS FOR EMPLOYEES

Candidates with specialized skills and a track record of proven experience with the platform are going to set themselves apart as top talent, and may receive multiple offers for competitive job opportunities. Junior level employees should invest additional time into learning and developing a niche set of skills within the ecosystem. Consider working with a recruiter who can match you with the right company for where you are in your career journey.

THE ELEPHANT IN THE ROOM

AI & HUBSPOT

AI ISN'T JUST HERE TO STAY...

It's a dominating force with exciting possibilities to improve productivity, provide deeper data analysis and insights, increase profitability, and more. And, according to HubSpot's [2024 AI Trends in Marketing](#) report, there are some key ways AI is driving career momentum for marketers that we see everyday.

75%

of marketers are using AI to reduce time spent on manual tasks. Think SEO research, email personalization, website meta descriptions, and more.

70%

of marketers are using AI for data analysis and insights, and nearly half of users say HubSpot software can efficiently analyze data on its own.

73%

of marketers are already using AI for task prioritization, from creative ideation, to campaign management, competitor research, and collaboration.

64%

of marketers are using HubSpot CRM AI integrations to analyze and gain a better understanding of their customers.

86%

of marketers say AI saves them over an hour each day by streamlining creative tasks.

73%

of marketers say that using AI to automate some tasks allows them to focus and spend more time on the tasks they love and enjoy.

THE FUTURE IS NOW

AI & HUBSPOT

WHAT IT MEANS FOR TALENT & SALARY OUTLOOKS

HubSpot has been integrating AI in thoughtful, impactful ways to help users make the most of the platform. This is good news for employers and employees, but it does mean that job specific roles will evolve at velocity in the coming years. Users who strategically implement AI into their day-to-day stand poised to not only transform their productivity, but their ability to quickly synthesize data into actionable solutions that can positively affect career paths and salaries.

FOR EMPLOYERS

- AI is the top investment for revenue leaders around the globe, and HubSpot is working on making AI easier to use in the ecosystem.
- AI as a candidate differentiator: No matter the role or level, you should expect every candidate to have a good answer for an interview question about how they leverage AI to enhance productivity and impact their day-to-day.

FOR EMPLOYEES

- Embrace HubSpot AI integrations, and become a Breeze expert to help maximize productivity.
- Top performers are combining inbound strategies with outbound and customer-led growth tactics, while finding ways to leverage AI to make inbound strategies smarter and more effective through data insights. You must be an AI tool power user.

THE BIG PICTURE TAKEAWAYS

TALENT & HIRING

Okay, so the platform continues to evolve, AI is becoming a bigger part of our day-to-day, and HubSpot's prominence is on the rise. In Part 1 of this guide we explored role specific data, but here's a breakdown of some big picture thinking to keep in mind whether you're building your company's personnel strategy, or looking for your next career move.

1

Niche Focus & Skills

Companies will need to calibrate their teams for the optimal mix of tactical and strategic talent. They'll need to ensure that specific niche skills are covered to maximize their investment in HubSpot and that GTM strategies are aligned across departments and functions.

2

Competitive Top Talent

The candidate market is competitive, and as companies continue to put more emphasis on profitability, demand for high performers will be skyrocketing. Candidates might expect multiple offers, and companies may need to offer higher compensation.

3

Leveraging AI

Companies are working towards data strategies that align with the customer lifecycle. Employees and candidates who can utilize HubSpot's AI features to distill data, improve content productivity, and merge inbound/outbound strategies are top tier.



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HUBSEARCH.COM

THE GLOBAL LEADER IN HUBSPOT RECRUITMENT

We enable HubSpot partners and customers to hire the talent they need to grow. After 5 years in business and over 500 placements made, we have built the largest and deepest network of HubSpot professionals of any organization in the world. We have a suite of services designed to help you get the talent you need:

NORTH AMERICA & EUROPE RECRUITING

- Risk free, 100% success-based pricing
- Full-time, Contract & Freelance positions
- Industry best 2 year guarantee on placements

COLOMBIA

- HubSearch owns a Colombia-based recruiting and employment firm
- Hire Colombian talent: HubSearch handles all employment, payroll, and compliance
- Save 25% - 40% on your cost of talent



HUBSEARCH PREMIER PARTNER



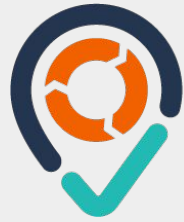
PROFOUNDLY

HubSpot Help. Profoundly Simple.

Profoundly is a talent marketplace that enables HubSpot customer and partners to hire vetted freelancers and agencies. These experts are ready to help with everything from simple tasks to complex integrations. Newly launched in January 2025, Profoundly provides access to world-class HubSpot help - fast.

To learn more, visit the website at profound.ly





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