

FAIRFAX COUNTY, VIRGINIA

Industry Profile: Digital Media

The digital media market includes digital devices, internet-based tools, platforms, applications, marketing communications tools and services that enhance the collection and sharing of information between individuals and businesses.

FAIRFAX COUNTY: THE POWER OF PLACE

- A regional workforce with strengths in analytics, web development, user experience design, system software and app development
- Creative talent includes: writers, editors, graphic designers and video editors
- A talent pipeline fed by 60+ regional colleges, universities and private-sector programs
- Robust communications network includes: major telecommunications carriers, cloud service providers, server networks and data centers
- Numerous networking and collaboration forums

“We are a growing company in the digital marketing space, and Fairfax County is a great location to attract top-tier talent. Additionally, the business community is incredibly supportive of each other both professionally and personally.”



— Michael Mathias, CEO of Whereoware

RECENT DIGITAL MEDIA COMPANY ANNOUNCEMENTS



Digital Marketing
Reston

NEW TO FAIRFAX COUNTY



Digital Services
Reston

EXPANSION



Event/Membership Management
Tysons

NEW TO FAIRFAX COUNTY



Wordpress Development
Merrifield
EXPANSION



Web Design and Development
Reston
EXPANSION

continued >



FAIRFAX COUNTY
ECONOMIC DEVELOPMENT AUTHORITY

269K WORKERS

IN THE WASHINGTON, D.C., METRO
IN CREATIVE AND DIGITAL MEDIA OCCUPATIONS

4.5 K+ DEGREES
AWARDED ANNUALLY

DIGITAL MEDIA DEGREES AND CERTIFICATES
FROM 30 REGIONAL COLLEGES AND UNIVERSITIES



TOP ALMA MATERS

DIGITAL MEDIA PROFESSIONALS IN WASHINGTON, D.C. REGION

University of Maryland – College Park	2,051 Profiles
George Washington University	1,650 Profiles
American University	1,528 Profiles
George Mason University	1,463 Profiles
Georgetown University	1,389 Profiles

Source: 2020 EMSI, Profile Analytics

DIGITAL MEDIA TALENT - WASHINGTON, D.C., REGION (SELECTED OCCUPATIONS)

	Number of Workers	National Rank
CREATIVE AND CONTENT DEVELOPMENT		
Public Relations Specialists	24,160	2
Market Research Analysts and Marketing Specialists	23,030	4
Graphics Designers	4,990	7
Technical Writers	3,540	1
INFORMATION TECHNOLOGY		
Software Developers and Testers	70,780	4
Computer and Information Systems Managers	19,080	4
Web Developers and Digital Interface Designers	5,760	5

Source: 2019 Occupational Employment Statistics, Bureau of Labor Statistics

NETWORKING

NUMEROUS NETWORKING AND
MEETUP GROUPS ARE ACTIVE IN
THE WASHINGTON, D.C., REGION,
INCLUDING:

- AMA DC
- BizJournal DC
- brunchwork
- ChecklistDC
- CoFoundersLab Matchup
- DCA Live
- DCFemTech
- DC Inno
- DMV Start Up
- FamousDC
- General Assemb.ly
- IVY
- MAVA
- Meetup
- Northern Virginia Technology Council
- NoVA.JS
- NovaNow
- SEED SPOT
- Social Media Club
- Tandem NSI
- Tech.Co
- Technical.ly DC
- TheBridge
- WeWork
- Women in Technology



**NEED HELP
FINDING
TALENT?**

**FCEDA'S TALENT
INITIATIVE CAN HELP**

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