FAIRFAX COUNTY, VIRGINIA
Industry Profile: Digital Media

The digital media industry 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. This profile provides information on the regional resources to support digital media firms and selected companies that operate here.

DIGITAL MEDIA TALENT SNAPSHOT

133K
DIGITAL MEDIA-RELATED JOBS IN WASHINGTON, D.C., MSA

$116K
MEDIAN WAGE WASHINGTON, D.C., MSA

#4
DIGITAL MEDIA-RELATED OCCUPATION CONCENTRATION BY PLACE OF RESIDENCE – MSA

40%
HIGHER CONCENTRATION IN DIGITAL MEDIA OCCUPATIONS THAN THE U.S. AVERAGE

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

CREATIVE AND CONTENT DEVELOPMENT
- Public Relations Specialists: 23,010
- Public Relations Managers: 8,310
- Marketing Managers: 6,780
- Editors: 5,840
- Graphics Designers: 5,020
- Technical Writers: 3,310
- Advertising and Promotions Managers: 310

INFORMATION TECHNOLOGY
- Software Developers: 63,360
- Computer and Information Systems Managers: 17,620
- Web Developers: 3,300
- Web and Digital Interface Designers: 2,510

SOURCE: 2021 OCCUPATIONAL EMPLOYMENT STATISTICS, BUREAU OF LABOR STATISTICS
ADDITIONAL OCCUPATION/WAGE INFORMATION AVAILABLE UPON REQUEST.

COMMUNITY ASSETS/STRENGTHS

➤ 60+ regional colleges/universities and community colleges (all majors)
➤ 35K+ degrees and certificates awarded annually in digital media-related disciplines
➤ Strong telecommunications network: Highest concentration of data center capacity in the world
➤ Direct flights to major digital media hubs in the U.S. (NYC, Los Angeles, Chicago)

SOURCES: JOBSEQ, MWAA, CUSHMAN & WAKEFIELD

continued >
DIGITAL MEDIA COMPANIES IN FAIRFAX COUNTY (BY SUBMARKET)

HERDON
- Eye Popper Digital
- Team Velocity Marketing
- VBrick Systems
- TriVision

CENTREVILLE
- Bloomcatch
- Measured Results Marketing

RESTON
- comScore
- Digital Envoy
- Effective Communications
- Geneva Media
- Google
- Meta
- Myriad Media
- Neustar
- Orpheus
- Resonate
- Sandstorm Digital
- Spotify
- StellaPop
- WeMedia

FAIRFAX CENTER
- Conversion Pipeline
- MERRIFIELD (FALLS CHURCH)
  - ESB Advertising
  - Ossa Labs
  - Pinkston

TYSONS
- 10 Pearls
- Atigro
- Corner Media
- eFocus Media Group
- Gannett
- Gimba Group
- Glue Up!
- INADEV
- Octagon
- Teqna
- W2 Communications

EDUCATION
- American University
- Bowie State University*
- DeVry University
- Fairfax County Public Schools*
- Gallaudet University
- GeneralAssemb.ly
- George Mason University*
- George Mason University
  - Virginia Serious Games Institute
- Georgetown University
- George Washington University
- Howard University*
- Marymount University
- Northern Virginia Community College*
- Prince George's Community College*
- University of District of Columbia*
- University of Maryland – College Park
* Diverse student populations

RECRUITMENT
- Northern Virginia Career Works
- Virginia Employment Commission
- WorkinNorthernVirginia
- Executive and Talent Recruitment Firms (Private Sector)
- Temporary Help Services

SOURCES: JOBSEQ, INDIVIDUAL C&U WEBSITES

BUSINESS ORGANIZATIONS/NETWORKING
- AMA DC
- DC FemTech
- DC Inno
- DCA Live
- Digital Media Association (DiMa)
- MAVA
- Meetup
- Northern Virginia Chamber of Commerce
- Northern Virginia Technology Council
- NoVA.JS
- SeedSpot
- Smart City Works
- Social Media Club DC
- Women in Technology

NEED HELP FINDING TALENT?
FCEDA'S TALENT INITIATIVE CAN HELP:
WORKINNORTHERNVIRGINIA.COM

CONTACT:
SPENCER WOOD
National Business Investment Manager
Digital Media and Mobility Services
swood@fceda.org • 703-790-0600

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