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

209K
DIGITAL MEDIA-RELATED JOBS IN WASHINGTON, D.C., MSA

$108K
MEDIAN WAGE WASHINGTON, D.C., MSA

#3
DIGITAL MEDIA-RELATED OCCUPATION CONCENTRATION BY PLACE OF RESIDENCE – MSA

64%
HIGHER CONCENTRATION IN DIGITAL MEDIA OCCUPATIONS THAN THE U.S. AVERAGE

TaLent STRENGTHs: SYSTEM SOFTWARE/INTEGRATION, APP AND WEBSITE DEVELOPMENT, USER EXPERIENCE, CONTENT

COMMUNITY ASSETS/STRENGTHS

➤ 60+ regional colleges/universities and community colleges (all majors)
➤ 32.5K+ 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)

SOURCE: JOBSEQ, MWAA, CUSHMAN & WAKEFIELD

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

<table>
<thead>
<tr>
<th>Creative and Content Development</th>
<th>Number of Workers</th>
<th>National Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Relations Specialists</td>
<td>24,640</td>
<td>2</td>
</tr>
<tr>
<td>Market Research Analysts and Marketing Specialists</td>
<td>24,220</td>
<td>4</td>
</tr>
<tr>
<td>Graphics Designers</td>
<td>4,890</td>
<td>5</td>
</tr>
<tr>
<td>Technical Writers</td>
<td>3,240</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Information Technology</th>
<th>Number of Workers</th>
<th>National Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Developers and Testers</td>
<td>75,910</td>
<td>4</td>
</tr>
<tr>
<td>Computer and Information Systems Managers</td>
<td>19,130</td>
<td>5</td>
</tr>
<tr>
<td>Web Developers and Digital Interface Designers</td>
<td>6,450</td>
<td>4</td>
</tr>
</tbody>
</table>

SOURCE: 2020 OCCUPATIONAL EMPLOYMENT STATISTICS, BUREAU OF LABOR STATISTICS
BUSINESS ORGANIZATIONS/NETWORKING

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

DIGITAL MEDIA COMPANIES IN FAIRFAX COUNTY (BY SUBMARKET)

HERNDON
- Loudoun Systems Media Productions
- Neustar
- Team Velocity Marketing
- VBrick Systems

RESTON
- Amobee
- Bleeveit Interactive
- Chesapeake Digital Marketing
- comScore
- Digital Envoy
- Effective Communications
- Facebook
- Geneva Media
- Google
- Myriad Media
- Orpheus
- Resonate
- Sandstorm Digital
- Social Weaver
- StellaPop

CENTREVILLE
- Bloomcatch
- Measured Results Marketing

TYSONS
- Atigro
- Causal IQ
- Corner Media
- eFocus Media Group
- Falcon Lab
- Gannett
- Glue Up!
- INADEV
- Tegna
- W2 Communications

FAIRFAX CENTER
- Conversion Pipeline
- ESB Advertising
- Ossa Labs

CHANTILLY
- Whereoware

MERRIFIELD (FALLS CHURCH)
- ESB Advertising
- Ossa Labs

DIGITAL MEDIA – TALENT RESOURCES

EDUCATION
- American University
- Bowie State University*
- DeVry University
- Fairfax County Public Schools*
- Fairfax Academy*
- West Potomac Academy*
- Gallaudet University
- GeneralAssemb.ly
- George Mason University*
- George Mason University
- Virginia Serious Games Institute
- Georgetown University
- George Washington University
- Howard University
- Marymount
- 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

NEED HELP FINDING TALENT?

FCEDA’S TALENT INITIATIVE CAN HELP

WORKINNORTHERNVIRGINIA.COM

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