

Pakistan Digital Skills Salary Report 2026

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Ten digital roles, three bands each, read from public salary pages and job adverts between September and October 2026, with the sample size beside every city figure. The report is for a student choosing a course, a parent judging a fee, and a journalist who needs a number with a source.

Findings

Entry pay for digital roles advertised in Faisalabad sits between Rs 20,000 and Rs 50,000 a month across marketing, design, web and e commerce adverts, while the same roles in Lahore and Karachi start higher.

Evidence: Public source. Rozee and Indeed adverts and salary pages for Faisalabad, read 30 September 2026 and listed in the table below. Read 30 Sep 2026. <https://www.rozee.pk/jobs-in-faisalabad>

AI engineering and data science are the best paid of the roles read: a Lahore AI engineer's median total pay is about Rs 117,000 a month and a data scientist's about Rs 145,000, both from around fifty submissions each.

Evidence: Public source. Glassdoor Lahore salary pages, read 17 October 2026 and cited on the role pages linked in the table. Read 17 Oct 2026. https://www.glassdoor.com/Salaries/lahore-pakistan-ai-engineer-salary-SRCH_IL.0,15_IM1625_KO16,27.htm

The spread inside one role is wider than the gap between roles: Lahore web developers range from about Rs 14,000 to Rs 122,000 a month across 158 reported salaries, and video editors from Rs 29,000 to Rs 108,000 across 669.

Evidence: Public source. Indeed Pakistan salary pages for Lahore, updated 10 October 2026. Read 18 Oct 2026. <https://pk.indeed.com/career/web-developer/salaries/Lahore>

Remote work for foreign clients is a separate market with figures that come from guides and bootcamp blogs rather than surveys; the report prints them as estimates and never averages them with local pay.

Evidence: Public source. The remote notes on each role page name their source; the best known quotes US\$1,000 to 3,000 a month for Pakistan based AI engineers. Read 17 Oct 2026. <https://www.nucamp.co/blog/coding-bootcamp-pakistan-pak-top-10-best-paid-tech-job-in-pakistan-in-2025>

The macro picture behind the pay: record IT exports, record freelance receipts and more than 34,000 registered IT companies.

Evidence: Public source. State Bank, Finance Ministry and Economic Survey figures listed under public figures below. Read 17 Oct 2026. <https://www.brecorder.com/news/40430824/p-at-sha-hails-record-usd46bn-it-exports>

Pay bands by role

PKR a month. Sources read 17 Oct 2026; each band's sources are on the role's own page.

Role	Entry	Mid	Senior	Cities read
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AI engineer	50,000 to 100,000	100,000 to 210,000	200,000 to 400,000	Lahore, Karachi
Python developer	50,000 to 80,000	120,000 to 200,000	250,000 to 500,000	Karachi, Islamabad, Lahore
Data scientist	60,000 to 100,000	145,000 to 250,000	300,000 to 600,000	Lahore, Karachi
Digital marketer	20,000 to 50,000	70,000 to 120,000	150,000 to 260,000	Lahore, Karachi, Faisalabad
SEO specialist	40,000 to 70,000	80,000 to 150,000	170,000 to 300,000	Karachi, Rawalpindi, Sialkot, Hyderabad, Multan
Graphic designer	25,000 to 40,000	50,000 to 100,000	100,000 to 250,000	Karachi, Islamabad, Rawalpindi, Faisalabad

Four more roles, average pay with the sample size

Role, city	Average	Low to high	Salaries	Source
Web developer, Lahore	41,986	14,488 to 121,671	158	Indeed Pakistan salary page, updated 10 October 2026 , read 18 Oct 2026
Data analyst, Karachi	68,246	27,196 to 171,258	39	Indeed Pakistan salary page, updated 25 September 2026 , read 18 Oct 2026
Video editor, Lahore	56,187	29,287 to 107,795	669	Indeed Pakistan salary page, updated 10 October 2026 , read 18 Oct 2026
User experience designer, Karachi	71,151	46,938 to 107,855	2	Indeed Pakistan salary page, updated 9 December 2025; only two salaries, so read it as an indication, not a figure , read 18 Oct 2026

Entry pay in adverts, by career cluster

The minimum and maximum stated in adverts for each cluster, read 30 Sep 2026.

Roles advertised	Where	Stated range	Tools named
Digital Marketing (Executive), Social Media Executive	Faisalabad	20,000 to 50,000	Google Ads, Google Analytics, Google Sheets, Canva
Junior AI Automation Engineer, AI Automation Specialist	Lahore	50,000 to 80,000	n8n, Make, Zapier, OpenAI
Microsoft Excel aur Data Entry, Data Entry Officer	Faisalabad	18,318 to 47,831	Microsoft Excel, Microsoft Office, ERP (named in advert title)
Python Backend Intern, Junior Data Analyst	Pakistan-wide	38,190 to 101,116	Python, SQL, Django, NumPy
SOC Analyst L1 Intern, L1 SOC Analyst	Pakistan-wide	31,834 to 112,351	Wazuh (SIEM), Nmap, Burp Suite, Metasploit
Amazon Virtual Assistant, Amazon Account Executive	Faisalabad	25,000 to 45,000	Amazon Seller Central, Helium 10, Amazon PPC, Shopify
Graphic Designer / Video Editor, UI/UX Designer	Faisalabad	20,193 to 66,908	Adobe Photoshop, Canva, Figma, Adobe Premiere Pro
WordPress Developer, Frontend Developer / React Developer	Faisalabad	30,000 to 50,000	WordPress, Elementor, WooCommerce, PHP/Laravel
Customer Support & Operations Agent (English), Client Relationship Agent	Faisalabad	18,185 to 57,772	CRM software, WhatsApp

Remote work for foreign clients

- **AI engineer:** Remote work for foreign clients is a separate market: one bootcamp guide quotes US\$1,000 to 3,000 a month for Pakistan-based AI and ML engineers. Treat it as a blog estimate, not a survey. [Source](#), read 17 Oct 2026
- **Python developer:** Remote and freelance Python work for foreign clients pays in dollars and is a separate market; Pakistan's freelancers earned US\$1.76 billion in FY2026. We have not found a reliable per-developer figure, so we do not quote one. [Source](#), read 17 Oct 2026

- **Data scientist:** Remote data work for foreign clients pays in dollars and is a separate market. We have not found a reliable per-person figure for Pakistan, so we do not quote one. [Source](#), read 17 Oct 2026
- **Digital marketer:** Marketing is a large share of Pakistan's non-IT freelance exports, which tripled to about US\$592 million in FY2026 according to one guide; per-person earnings vary too much to quote. [Source](#), read 17 Oct 2026
- **SEO specialist:** The same SEO skills placed with a Western employer through a talent platform are quoted at US\$1,600 to 2,100 a month, several times the local mid band. [Source](#), read 17 Oct 2026
- **Graphic designer:** Design is a large part of Pakistan's non-IT freelance exports. One training provider claims skilled freelancers earn Rs 200,000 to 500,000 a month; that is far above every other source and should be read as the top of the market, not the norm. [Source](#), read 17 Oct 2026

Method

Each role's bands come from the academy's salary pages, where every band names its source and the date it was read: Glassdoor and Indeed city pages (with the sample size they state), Rozee adverts that print a salary, and published career guides. The report prints the same data; nothing is retyped.

Four roles were added for this report from Indeed Pakistan salary pages read on 18 October 2026, with the average, the low and high and the number of salaries behind each.

The Faisalabad bands are the minimum and maximum stated in adverts on Rozee and Indeed for that career cluster on 30 September 2026. An advert that stated no salary was not counted.

A figure older than ninety days raises a warning in the academy's monitoring and is re read before the next edition.

Limits

- Self reported salary sites skew towards people who chose to report; a median from fifty submissions is an indication, not a census.
- Faisalabad adverts are few and junior; the bands say what was offered, not what everyone earns.
- Remote figures are estimates from guides and are labelled as such.

Public figures

- Pakistan's IT exports reached a record US\$4.6 billion in the financial year 2025 to 2026, up about 21 percent on the year. State Bank of Pakistan figures reported by Business Recorder, read 17 Oct 2026: <https://www.brecorder.com/news/40430824/p-at-sha-hails-record-usd46bn-it-exports>
- Freelancers in Pakistan earned a record US\$1.76 billion in export receipts in the financial year 2026, up 78 percent on the year. Finance Ministry data reported by The Nation, read 17 Oct 2026: <https://www.nation.com.pk/20-Jul-2026/pakistan-s-freelancers-achieved-record-dollar-1-76b-export-earnings-fy2026>
- 34,420 IT and IT enabled services companies were registered with the SECP by March 2026. Pakistan Economic Survey 2025 to 26, chapter 15, read 17 Oct 2026: https://www.finance.gov.pk/survey/chapter_26/15_Information_Technology.pdf
- About 75,000 IT graduates leave HEC accredited institutes each year, and a Ministry of IT document put the share employable by export firms below ten percent. The Friday Times, citing a Ministry of IT and Telecommunication document, read 18 Oct 2026: <https://thefridaytimes.com/13-Mar-2025/75-000-it-graduates-annually-but-only-10-percent-secure-jobs>
- The Higher Education Commission said in 2022 that Pakistani institutions produce about 50,000 IT graduates a year. Higher Education Commission news page, read 18 Oct 2026: <https://www.hec.gov.pk/english/news/news/Pages/HEC-Mo-PD.aspx>
- The chairman of the software industry body P@SHA has said the local market needs about 15,000 fresh IT graduates a year. ProPakistani, read 18 Oct 2026: <https://propakistani.pk/?p=20710>

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