

MUSA MIA ICT AND LANGUAGE CENTRE, JHENAIDAH

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Organized and founded By:



In collaboration with:



Freelancing Skill Development Program

Overview:

Duration: 24 weeks/ 6 months (Estimated)

Course Fee: Tk **30,000-35,000** (Differs depending on the category)

Course Outline:

Week 1 and 2: Introduction to Freelancing and it's Scope

- Overview of the freelancing industry
- Benefits and challenges of freelancing
- Setting career goals

Freelancing Platforms:

- Overview of freelancing platforms (Upwork, Fiverr, etc.)
- Creating a professional freelancer profile
- Bidding on projects and writing winning proposals
- Managing client relationships

Skill Development:

Category 1: Digital Marketing and Admin Support (This are not limited to)

- Understanding digital marketing concepts
- Social media marketing (Facebook, Instagram, Twitter (now X), Pinterest, LinkedIn etc.)
- Email marketing and Automation
- Content marketing and strategy
- LinkedIn Marketing
- CRM Management
- Admin Support
- Web Research and analysis
- Lead Generation
- Cold Emailing and Calling
- Real Estate Lead Generation
- Market Research and Prospect List
- Real Projects and Live demo

And many more...

Category 2: Content Marketing

- Creating engaging and relevant content
- Content marketing strategy and planning
- Blogging and article writing
- Video marketing
- Social media content creation
- Measuring content marketing success
- Real Projects and Live demo

Category 3: Graphic Design

- Introduction to graphic design principles
- Adobe Photoshop and Illustrator basics
- Logo design and branding

- Designing social media graphics
- Creating marketing materials
- Portfolio development
- Real Projects and Live demo

>> Additional skill correlated to main skills<<

Personal Branding and Portfolio Development

- Building a personal brand as a freelancer
- Communication with clients
- Cover letter writing techniques
- Project winning Cover letter samples
- Creating an online portfolio website
- Showcasing work and achievements
- Marketing yourself effectively.
- Bid on work outside marketplaces

And many more...