



creating a successful Upwork profile.



Elance

## Hany Saad Mostafa

Information Technology Institute (ITI)
Email: hghiett@iti.gov.eg
LinkedIn: linkedin.com/hanysaad



# Remember our main goal: Challenge yourself and plan to get your first freelancing job by the course end



# We're talking about working online; so your online identity and branding is very important....

## What you need to start:

- 1- a professional, formal and permanent Email address.
- 2- Prepare a professional CV.
- 3- Create a LinkedIn profile.
- 4- Create Skype account (optional)

## What you need later:

- For Developers:
  - 1. Stackoverflow account, and being active on it.
  - **2.** Github account with good projects on it.
- For Designers:
  - **1.** Behance, deviantART, Dribble account with good portfolio.
  - 2. CodePen profile with good contribution will be good also.

## 1 - Create a professional Email address



## **Quick tips for creating professional Email:**

- Avoid Nicknames and Numbers (as possible), Use a Standard Email Format Instead, for example:
  - First Name Only <u>John@YourDomain.com</u>
  - First Name, Last Initial <u>JohnD@YourDomain.com</u>
  - First Initial, Last Name <u>IDoe@YourDomain.com</u>
  - Full Name (First & Last) <u>JohnDoe@YourDomain.com</u>
- Avoid references to race, creed, gender, religion, or particularly wild things in your username.
- Avoid very long, typo-prone cases.
- Set Your Email Display Name.
- Use formal profile picture (If available).
- Use your domain, if you have your own permanent domain.
- Don't use impermanent or instable Email address, that may removed later like: your university email, company email for your current Job.

# 1 - CREATE A PROFESSIONAL EMAIL ADDRESS (CONT.)



## **Quick tips for creating professional Email (Cont.):**

- Do connect it with anything professionally related to you, don't connect it to anything that makes you look unprofessional.
- Use one Email for all work-related issues.
- You MUST check your Email regularly (Daily at least).
- Install email App on your smart phone to get notification with any coming emails.

# 2- CREATE A PROFESSIONAL CV.



## **Quick tips for creating professional CV:**

- You'll not need a CV to make your freelancing profile, but it's important to know your skills, and use it to build you online udentity.
- Focus on key skills required for your field.
- Don't write basic and minor skills that aren't key skills for your field, for example: if your field is software development don't write: MS office, Windows OS,.. Etc.
- CV presentation in very important.
- Avoid spelling mistakes in your CV.
- As a fresh graduate your CV must not exceed 2 pages as maximum.
- Tailor the CV to the role and to each job.
- Keep your CV updated.
- Be honest in your CV, don't add skills that you can't work with it.
- Rename your CV file with your full Name or Your full name + Title, Ex. Full
   Stack Developer\_Your name\_CV.pdf
- Send your CV in pdf format, unless it's required in other format.
- You may use CV templates, or CV building tools and websites.



## **Quick tips for creating professional CV:**

## • Main CV parts are:

- Name and contact details (don't write unimportant details like: ID number, Religion, ...etc, just write:
  - first and last name (good to be in large bolded font)
  - phone number (preferably a landline and cellphone)
  - email address
  - physical postal address, including area code.
  - LinkedIn, Github, StackOverflow acounts links.
- Personal statement (optional).
- Education.
- Work history (Optional for fresh graduates).
- Skills (focus on key skills of your field).
- Achievements (optional if you don't have. For example: Scholarships, Academic awards, work awards, leading role in university activities, ...etc.).
- Interests and hobbies (optional).
- References (optional, but preferable).
- CV parts that contains time-related issues (Education and work experience for example) should be ordered from the most recent to the old.
- It's preferable to not add a picture in your CV unless it's required.
- You can include your linkedIn or other online technical-related accounts on your CV.



## **Standard CV templates**

#### Your Name

Address ● City, State, Zip Code ● Phone Number ● Email address

#### **Personal Profile**

- · Enter academic achievements, career goals, etc., here
- · Enter academic achievements, career goals, etc., here
- · Enter academic achievements, career goals, etc., here

#### Education

School Name - School City, State Degree Expected, Degree Expected Date

School Name - School City, State Degree Expected, Degree Expected Date

#### Experience

#### **Professional Experience**

Company Name, Dates of Employment

- · Job description, responsibilities and accomplishments
- · Job description, responsibilities and accomplishments

#### **Professional Experience**

Company Name, Dates of Employment

- · Job description, responsibilities and accomplishments
- · Job description, responsibilities and accomplishments

#### Internship

Company Name, Dates of Employment

· Job description, responsibilities and accomplishments

#### Activities

- · List sports, clubs, etc as well as dates of involvement
- · List sports, clubs, etc as well as dates of involvement
- · List sports, clubs, etc. as well as dates of involvement



## Qiesto Eliano

Napoli revenue, Flsadore str. 23 - Mob 946 3158 6973 - www.eliano-website.com - eliano@mail.com

#### Career Objective

Lorem ipsum dalar sit amet, consectetuer adipiscing elit. Maecenas porttitor conque massa. Fusce est Vivamus a tellus.

Fusce pasuere, magna sed pulvinar ultricles, purus lectus malesuada libera, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim.

#### Experience

#### Dunamic Data Manager

#### Big wordpress Project

- · Lorem ipsum dolor sit amet, consectetuer adipiscing elit.
- · Maecenas portitor congue massa: Fusce posuere, magna.
- · pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis uma.

#### Senior Ajax Programmer

#### Project For very Big company

- Lorem ipsum dolor sit amet, consectetuer adipiscing eliMaecenas.
- Fince posuere, magna sed pulvinar ultricies, purus libero.
- amet commodo magna eros quis uma. Nunc viverra imperdiet.
- · Fusce est. Vivamus a tellus.

#### Technical Skills

#### PHP Language

Lorem igsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor conque massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libera, sit amet commodo mugna eros quis urna.

#### Ajax Language

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor conque massa. Fusce posuere, magna sed pulvinor ultricies, purus lectus malesuada libera, sit amet commado magna eros quis urna. Nunc viverra imperdiet enim. Fusce est, Vivamus a tellus.

Lorem Ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas portfiltor conque massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

#### Education Very Big University

#### Diplomats: Web Programing & SEO Optimization

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Moecenas porttitor conque massa. Fusce posuere, magna sed pulvinor ultricies, purus lectus malesuada libera, sit amet,





## Creative, unusual CV designs



# MARTIN JANSSEN

T: +31-(0)61999993 M: mjanssen@xxxxxx.com Levendaal 12, 2300 DL, Leiden

DOB: 12-07-1982, Hoofddorp, NL

#### about me

Lorem ipsum dolor sit amet, qui ad porro oblique, consul dem octium mea no, conque populo volumus vis ei. Eum eu stet nobis. purto munere has ei. Eam ei facilisi consequuntur. Cum soleat oporteat conceptam.

#### skills

Organization	+++++	
Strategy	+++++	
Analysis	++++	
Presentation	++++	
Online Marketing	++++	
Communication	+++++	

#### interest

Family & friends Sports: Cycling, running Photography Grafic design & typography

#### employment

Oct 2013 - present

Go Sumo Business Marketing Support

Campaign Manager

Lorem ipsum dolor sit amet, qui ad porro oblique, consul democritum mea no, conque populo volumus vis ei. Eum eu stet nobis.

Nov 2011 - Oct 2013

Red Sub Creatives

Account Manager

Lorem ipsum dolor sit amet, qui ad porro oblique, consul democritum mea no, congue populo volumus vis ei. Eum eu stet nobis, purto munere has ei. Eam ei facilisi consequuntur. Cum soleat oporteat conceptam an, tollit postea commodo has no. Ornatus rationibus efficiantur mel eu, vidit munere antiopam no duo.

Jun 2009 - Oct 2011

Van Doorn Logistics

Marketing Coordinator

Lorem ipsum dolor sit amet, qui ad porro oblique, consul democritum mea no, conque populo volumus vis ei. Eum eu stet nobis, purto munere has ei. Eam ei facilisi consequuntur. Cum soleat oporteat conceptam an, tollit postea commodo has no. Omatus rationibus efficiantur mel eu, vidit munere antiopam no duo.

Jun 2006 - Jun 2009

Sealco Industries

Marketing Assistant

Lorem ipsum dolor sit amet, qui ad porro oblique, consul democritum mea no, conque populo volumus vis ei. Eum eu stet nobis.

#### education

2009
Marketing Management
Post Graduate Diploma
2006

Bachelor Business Management HES University

Rotterdam, The Netherlands Specialization: Business Communications

Pre-university RSG Nassau Hoofddorp

#### courses

Social Media Online Marketing Terpstra Consultancy

Direct Marketing HES - Extracurricular course

## computer

MS Office Adobe CS



# NAME SURNAME

#### PERSONAL PROFILE

enim Lorem bempus textor justo egel scelerisque sed morbi. Senectus uma Vestibui malesuada elefend ultrices justo Curabitur Maecenas orci

Tincidunt adjescing elit et et ac bincidunt elit nulla mauns elefend. Lima Dus ante odio malenuada velit Curabitur que semper a Egestas eros quis sapien ou nunc Pellentesque

#### **ACHIEVEMENTS**

evern-prum dolor sit arreit contectabuer odio non tellus nataque accumum. Sed hac er

sim malesuada eleiferd ultriors justo Curabitur Harcenas oro.

#### **EDUCATION**



1983 - 1991 IN LEO IN DIAM TORTOR ELIT

Justa Periabbus lacus lea elit semper tempor arcu faplisis tincidunit nulla er

1991 - 1995 DOLOR SEMPER PRETIUM SEM PELLENTESOUE

Senector sem l'ames lacinia sagittis elit. Nam Nulla Quisque sagittis et lurps Donec justo

1996 - 2002 HORBL NEQUE UT HAURIS UT UT URNA

Marcenas aliquam ulbrices pede. Curabitor semid tellus augue non ribh conque.

#### WORK EXPERIENCE



2001 - 2003 IN COMMON LEO IN DIAM TORTOR ELIT Justo Penatibus lacus les ellt semper tempor arcu facilisis tincidunt nulla enim

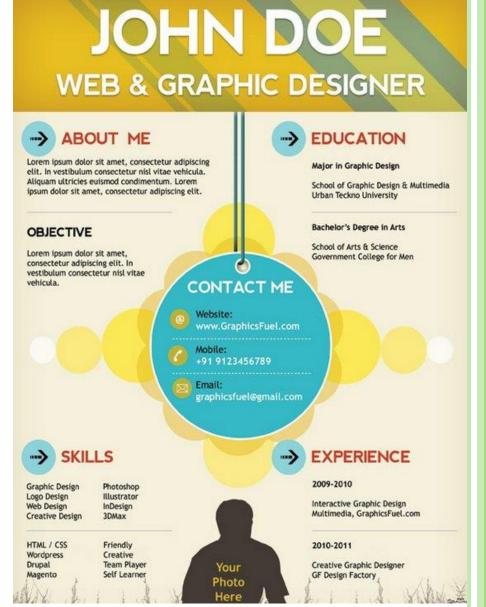
2003 - 2010 JUPITERES LOR SEMPER PRETIUM SEM PELLENTESQUE

eu in Lorem. Labriaud semper id dictum maleuwada dur Integer platea lorem. Entanes.



## Creative, unusual CV designs (Cont.)







## Creative, unusual CV designs: Video CV

https://www.youtube.com/watch?v=9EzNll1U2N8

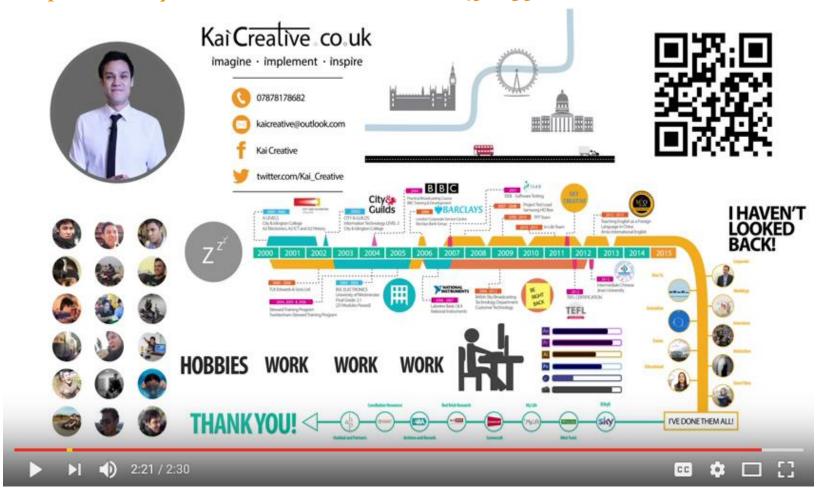


Please note that I am now permanently employed but this Video CV Resume has been made public in the hope that it inspires others to demonstrate their natural creativity and secure work.



## Creative, unusual CV designs: Video CV (Cont.)

https://www.youtube.com/watch?v=eDu45IU35GY





## Creative, unusual CV designs: Video CV (Cont.)

https://www.youtube.com/watch?v=OCEwVc71ikg





## Creative, unusual CV designs: Video CV (Cont.)

https://www.youtube.com/watch?v=ZRAxJypqONw





## Creative, unusual CV designs: Video CV (Cont.)

https://www.youtube.com/watch?v=c\_PZTAW5piQ





## Remember!

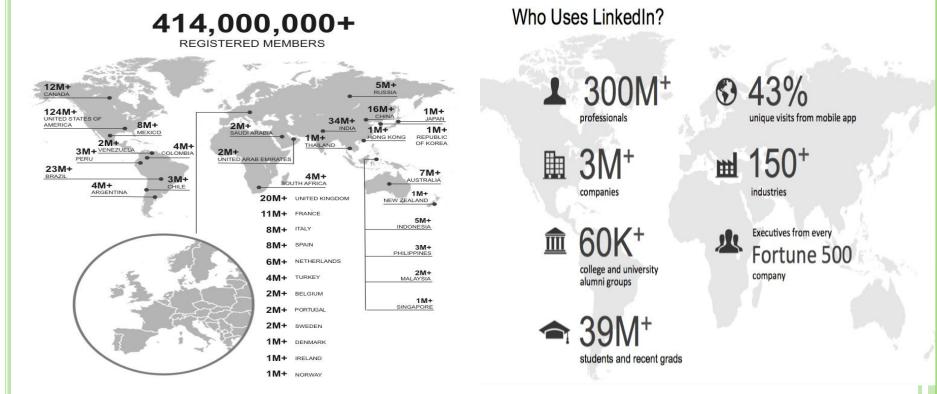
- Creative CVs and Video CVs <u>aren't replacement</u> to the standard CV; you
   MUST have a standard CV.
- You can include its link in your CV.
- Tailor the theme according to your field.
- It makes sense when you're: graphic designer, 3D designer,...etc.

## 3- CREATE LINKEDIN ACCOUNT



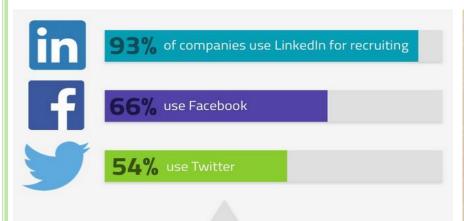
## **Create a professional LinkedIn Profile:**

- LinkedIn is a business-oriented social networking service, and it's the world's largest professional network on the Internet.
- In 2016, total number of LinkedIn user reached 414 Million users, and number of active job listing on LinkedIn more than 3 Million jobs.



# 3- CREATE LINKEDIN ACCOUNT (CONT.)





## 1 out of 3

employers who research candidates on social media find content that makes a hire more likely



#### LinkedIn is the most popular professional network.

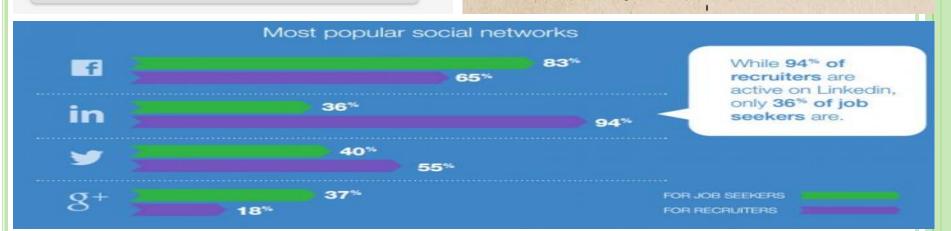
- Built with recruiting in mind, LinkedIn is all about professional experience and skills – great information for recruiters, especially when you're looking for a specific skill set.
- Make sure your posting has plenty of specifics so your candidates can quickly assess whether the position is a good fit.



89% of recruiters have hired someone through LinkedIn.



10,200,000 applicants found their job on LinkedIn.



# 3- CREATE LINKEDIN ACCOUNT (CONT.)



## **Create a professional LinkedIn Profile (Cont.):**

- Create professional profile:
  - Add your skills, work information and samples in details.
  - Clarify your contact information and use formal and right Email.
  - Use clear profile name.
  - Use suitable profile photo.
  - Customize your profile URL.
- Grow up your network, by connecting to your professors, colleagues and friends.
- Ask your professors, colleagues to recommend you on LinkedIn.
- Follow known companies in your field, their job vacancies, and you can apply to them through LinkedIn.
- Be Active In LinkedIn Groups.
- Add your LinkedIn profile link to your CV.





**Practice:** Create your Email, LinkedIn profile and Skype account.



Creating your Upwork profile...

# WHY UPWORK?



## **Upwork Pros.:**

- Extensive Categories with more than 70 types of jobs.
- Advance search box to search according to interest.
- Job description with posting time, budget, duration, skills set, project type (hourly or fixed) with client's feedback scores in one small widget.
- Upwork recommended you the latest jobs according to your profile and selected categories.
- You can view and update your profile anytime.
- You can view sent applications and track the performance.
- Hourly/fixed priced payment security.
- Search freelancers and clients.
- Hiring hub and Upwork blog are great blogs for clients and freelancers to learn.
- My stats are new features in which you can track your performance on regular basis.
- New Mobile App with Messenger.
- Free membership available besides the paid membership.

# WHY UPWORK? (CONT.)



## **Upwork Cons.:**

- Account Banning due to rules violation reasons.
  - Some users claim to have a good reputation with Upwork with no complaints from other users but their accounts suddenly got deleted.
- High commission fees.
- "Pay to Play" Problem.
  - In an effort to reduce the excess of unqualified applications from freelancers, Upwork instituted the eLance system of "Connects." Every freelancer is given 60 Connects each month, and each job they apply to uses 1 to 5 of these Connects. However, those who need more Connects can purchase them at a \$1/Connect with a paid subscription to the site.

# UPWORK MEMBERSHIP PLANS





# UPWORK MEMBERSHIP PLANS (CONT.)



- Upwork Pro.
- Freelancer account:
  - Freelancer Basic plan:
    - Free.
    - Hourly Protection
    - Fixed-Price Protection
  - Freelancer Plus plan:
    - \$14.99/ Month.
    - Rollover Connects (Unused Connects automatically carry over to the following month up to 140).
    - Buy Additional Connects (\$1 per Connect) .
    - View Competitor Bids
    - Earnings Privacy: Though not recommended, you can keep your earnings confidential.
    - Customize Your Profile URL.

# UPWORK MEMBERSHIP PLANS (CONT.)



- Agency account (For teams and companies):
  - Agency Basic plan:
    - Free.
    - 1 member only, and can't add other team members.
  - Agency Plus plan :
    - The ability to support unlimited team members
    - An additional 20 Connects per month (plus a prorated first month's allotment)
    - The ability to buy additional Connects as needed for \$1 each
    - Rollover privileges so that (up to 160) unused Connects can be carried over to the following billing cycle
    - Visibility into their competitors' high, low, and average bids on jobs
    - The ability to create a customized URLs of your team members' profiles
    - The ability to hide earnings on your agency and team members' profiles

# UPWORK FEES FOR FREELANCERS & CLIENTS

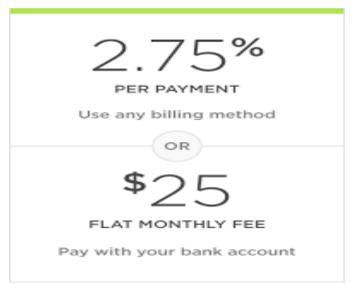


## How are Upwork fees changing?

Starting in June, new fees will apply to clients and freelancers on Upwork:

	BEFORE	AFTER
HIRING CLIENT PAYS	No fees	Payment processing fee (2.75% per payment or \$25 a month)
FREELANCER PAYS	10% service fee for all contracts	Sliding service fee (20% / 10% / 5%) based on lifetime billings per client relationship

# HIRING CLIENT PAYS



## FREELANCER PAYS



# UPWORK CONNECT SYSTEM



## Upwork Connects:

## • Why connects?

- To decrease the number of not serious applications.
- New Upwork Connects Pricing:

https://support.upwork.com/hc/en-us/articles/360057604814-11-24-FREE-Connects-to-Do-More-on-Upwork-

#### What's new?

We introduced Connects to help you get the jobs you really want, and to keep spam from crowding job posts. Combined with hard work from you and diligence from our Trust and Safety team, we've cut down on a lot of that noise.

Now, you can do more with more Connects! In early December 2020, you'll see these changes take Connects to the next level.

#### Changes to Connects

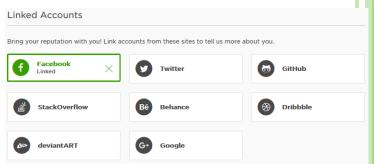
- Awarding 10 connects for each interview won: when freelancers and agencies submit
  a proposal, win an interview, and respond, they can earn up to 50 connects every 7
  days
- Increasing the Connects that new talent get from 20 to 40, PLUS the chance to win another 40 for passing the Upwork Readiness Test
- Increasing the monthly free Connects on the Freelancer Basic plan from 0 to 10
- Increasing the monthly Connects on the Freelancer Plus plan from 70 to 80 (that's 10 FREE Connects!)
- Increasing the Freelancer Basic and Plus Connects Rollover Limit from 140 to 200

# CREATING UPWORK PROFILE



## **Creating your Upwork profile:**

- Be specific, and focus on specific skills that you're mastering them.
- Choosing your profile picture (it's important).
- Choosing a professional job title.
- Write a good overview statement.
- Set your rate.
- Set your availability and respond to invitations immediately.
- Upwork will display your response time in profile(it's very important).
- Set your English language level.
- Add an introduction video (Big plus).
- Add your previous projects, portfolio, certificates and employment history.
- English level verification.
- Upwork skill tests.
- Link your online social and professional accounts:
  - Linked-In (For All).
  - Facebook, twitter, Google+.
  - Behance (For designers).
  - deviantART (For designers).
  - Dribble (For designers).
  - Github (for Developers).
  - StackOverflow (for Developers).



# CREATING UPWORK PROFILE - YOUR NAME



### **Your Name:**

- You must use your real name, not a nick name or a fake name.
- It's very important for the Upwork verification process, using a fake name may get your account banned, and you'll not be able to withdraw your earnings.



Hany Saad \$40.00 /hr

Software project mangement, solution Design & archeticture.

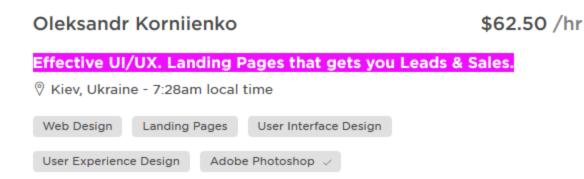
Asyut, Egypt - 8:27am local time

## CREATING UPWORK PROFILE - TITLE



## Title:

- Upwork uses title, when clients search for freelancers in specific field.
- When a client sees your profile, it's one of the first things they'll see.
- These few words can have a big impact on whether a client continues looking at your profile and considering you for the job.
- Tips for choosing your title:
  - **Be simple and succinct:** Pick straightforward keywords and create a professional title that aligns with your goals.
  - **Be specific:** Highlight your niche. The more precise you can be in your title, the better fit your jobs are likely to be.



# CREATING UPWORK PROFILE - OVERVIEW



### **Overview:**

- This is your pitch, so make it count.
- It's the most important part that the client see along with your job proposals.
- Use your overview to concisely express what you can do for your client and your experience that goes along with it.

#### Overview

Good writing can make or break your business. Let me help you find your voice.

I have a B.A. in English and 18 years of experience as a writer, including copywriting, blogging, technical writing, sell sheets, and marketing communications. I worked in a big company for 5 years and then quit to start freelancing full-time. In my 13 years as a freelancer I have helped a great number of businesses improve their market share by improving their writing. I have created copy for web pages, online ads, promotional e-mails, white papers, catalogs, brochures, postcards, etc. I am experienced in writing compelling and appropriate content for blogs, tweets and Facebook posts. My clients include advertising agencies, public relations firms, company marketing departments, large stores, marketing firms, magazines and creative agencies.

I am also fluent in French, so I can take a French text and craft a parallel copy in English targeting U.S., U.K., and/or Australian audiences.

I am pretty flexible with respect to working hours. Deadlines are sacred for me and I will review your content as many times as it takes for it to exceed your expectations! less

# CREATING UPWORK PROFILE - OVERVIEW (CONT.)



## Overview (Cont.):

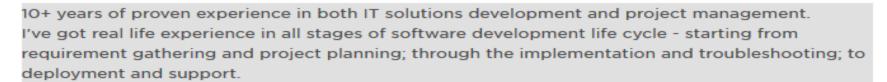
- Tips for writing your overview:
  - Keep this section focused on your category-specific skills and put the most important information first.
  - Only the first two or three sentences are visible in search results and other pages on Upwork. Make sure the first two sentences grab the reader's attention and highlight your expertise and talent. And be sure to make it relevant to what you do.
  - Utilize bullet points to emphasize certain areas
  - Use the last one to two sentences to list soft skills that pertain to the value you bring to your clients (i.e., reliable, prompt, quick learner, etc.).
  - At the end of your overview, put a call to action (Want Bla Bla Bla? Invite me to your job right now!)
  - Be confident!
  - You overview should cover the following points:
    - What expertise do you bring to your clients?
    - What type of work do you want to do and what industry do you work in?
    - What systems and software programs have you used?
    - Do you have any work or accomplishments you're proud of?
    - What languages do you speak and are you proficient working in?
    - What makes the client should hire you?

# CREATING UPWORK PROFILE - OVERVIEW (CONT.)



## Overview example:

#### Overview 🖉



I provide my clients the best solution according to their requirement. I ensure the development environment, connectivity, code security. I also ensure the security of your idea.

Focus on building IT systems solutions to improve business efficiency and productivity, working closely with the client to examine existing business models. processes and flows of data, discussing the opportunities for improvements with the client, and designing the suitable software solution that satisfy the business needs.

#### Key Skills:

Requirements & system analysis, software project management, software life cycle management, design and object oriented analysis.

Database Modeling and Design.

NET Technology concepts and OOP techniques.

Programming languages: VB.Net and C#.Net.

Web development: HTML, CSS, JavaScript, AngularJS, Jquery, NodeJS, JSON, AJAX, ASP.Net and ASP.Net MVC.

DBMS: MS SQL server.

Datawarehousing and SQL Server BI Tools.

XML, .Net XML web services and WCF.

Need distinct software management services, Invite my to your jobs right now! less

# CREATING UPWORK PROFILE - PHOTO



#### **Photo:**

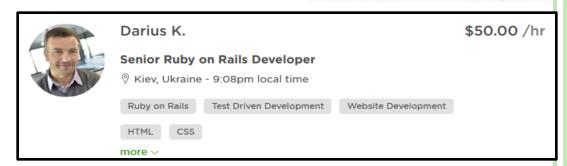
- It's not optional, and Upwork validates that your photo is a real person's face (not fake picture).
- Your profile is how you present yourself to the world. What does your profile picture say about you? Does it say you're friendly, professional, and easy to get along with?
- Clients look at profile photos to get a sense of who you are.
- Tips for your photo:
  - Upload a high-quality headshot.
  - It's best if the photo is centered, in focus, and high resolution.
  - It should also be professional—dress to impress.
  - Simplify the background.
  - Focus on your face.
  - **Smile!** (You'll land more jobs).





Bad photo setting Too much body. Cluttered workspace.

Good photo setting Framed into his face. Simple background.



## CREATING UPWORK PROFILE - INTRODUCTION VIDEO



## **Introduction Video:**

- It's an optional section.
- It's a very big plus feature for your profile.
- You can use this section to make yourself really shine.
- Many freelancers skip this section, which means that having a video can make you stand out.
- It can be effective to create an introduction video that is around 30 seconds with a clutter-free background and clear audio and visual settings.

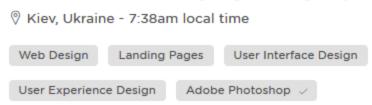
# CREATING UPWORK PROFILE - SKILLS



#### **Skills:**

- This is one of the important things especially if you are just starting out and have no client's reviews yet.
- Very important for your profile tp appear in search results (when clients search by skills).
- Clients often look at your skills, to make sure that you have the required skills to achieve the job.
- Tips for adding your skills:
  - Focus on the skills that are most important and most relevant to your category and the jobs you submit proposals for.
  - Pick your top skills, and the more consistent they are with your category and title, the better.
  - Order these skills by proficiency (On your profile, first 5 skills are displayed and a more link which shows the rest after clicking on it).
  - Verify your skills with skill tests.

#### Effective UI/UX. Landing Pages that gets you Leads & Sales.





### CREATING UPWORK PROFILE - SET YOUR RATE



#### **Set** your rate:

- It is the average hour rate for you, to give your clients an estimate for the cost for their job if they hired you.
- Depending on the job and proposals you send, you can request the same rate, less or higher.
- As a beginner your hour rate should be in range of \$7-10 (You may increase it little if you're working in really rare and high-demanded job or if you have previous experience in your work outside upwork).
- After completing some jobs on Upwork, you can raise your hour rate, starting from \$15, and increase it gradually when you get more experience.

Hourly Rate			
This is the amount the client will	\$	40.00	/ hr
see	_		
	4		
20% Upwork Service Fee	\$	-8.00	/ hr
You'll Receive			
The estimated amount you'll receive	\$	32.00	/ hr
after service fees. [?]			

# Hany Saad \$40.00 /hr Software project mangement, solution Design & archeticture. © Asyut, Egypt - 8:32am local time

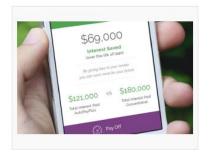
### CREATING UPWORK PROFILE - PORTFOLIO



#### **Portfolio:**

- Including your past work examples and projects can enable viewers to see the quality of your work.
- It's the most important proof for clients that you really can do the job.

• Make sure that you attach good screenshots for your work, and describe each item well.





AutoPay Mobile UI/UX



Parrot Loop Sales Page



Parrot Loop UI/UX Design

SerpSuite Sales Page

### CREATING UPWORK PROFILE - CERTIFICATIONS



#### **Certifications:**

• Listing the certifications you've earned can show your specific knowledge and ability in related systems or software for your category.

#### Certifications (+)



#### Managing Successful software Projects with Prince2

ITI

Earned 10/01/2014

Managing Successful software Projects with Prince2



#### Cloud Application Developer with IBM Bluemix

IBM

Earned 01/26/2016

Cloud Application Developer with IBM Bluemix.



#### Mobile Application developer with IBM worklight

IBM

Earned 06/29/2015

Corss-platform Mobile Application developer with IBM worklight

### CREATING UPWORK PROFILE - EMPLOYMENT HISTORY



#### **Employment History:**

- Your employment history is a great place to showcase your experience and give clients insight into your past projects and qualifications.
- Include your current business that you're marketing on Upwork as well as previous work experience and focus on projects that relate to the type of job you want.
- You can use bullet points to highlight achievements and illustrate your specific expertise.

  Employment History

#### Freelancer Customer Service Representative | Various

January 2013 - Present

I have been handling emails, tickets and phone calls for companies of various sizes established in the U.S. and Australia

#### Lead Customer Service Representative | Convergys

January 2011 - December 2012

I was promoted to Customer Service Team Lead, leading a team of 10+ Customer Service Agents. My duties involved:

- Handling complicated emails, tickets and phone more

#### **Customer Service Representative | Convergys**

June 2004 - December 2010

I was very successfully handling emails, tickets and phone calls for the company's major clients, mainly in the areas of Finance and Insurance.

### CREATING UPWORK PROFILE - EDUCATION



#### **Education:**

- This section can further enhance your profile by validating your credentials and educational background. It's often clearest to list the institution name and your degree(s) in chronological order beginning with the most recent degree.
- This section can further enhance your profile by validating your credentials and educational background. It's often clearest to list the institution name and your degree(s) in chronological order beginning with the most recent degree.

Software Engineering | Information Technology Institute (ITI)

2007 - 2008 ITI's website:

http://www.iti.gov.eg

Course list:

http://admission.iti.gov.eg/Admission/WebSite

/TrackDetails.aspx?Data=hlvcAckAURMij29naXivKOZ83jOahZLYTi7aSABpYlveOLwE8hdx7aFmoP V1jPfr&ReturnUrl=/Admission/WebSite/AdmissionHome.aspx

Bachelor of Science (B.S.) | Faculty of Science

### CREATING UPWORK PROFILE - ENGLISH FLUENCY LEVEL



### **English fluency level:**

- Do NOT lie about your English fluency level.
- You can choose among: Basic, Conversational, Fluent and native or bilingual.

#### Proficiency O Basic I am only able to communicate in this language through written communication I know this language well enough to verbally discuss project details with a client I have complete command of this language with perfect grammar Native or Bilingual I have complete command of this language, including breadth of vocabulary, idioms,

- Add any other languages you know.
- Add "Arabic" as "native or bilingual" language, as some clients may search for an Arabic native speaker for some projects.
- Seek to get your English fluency level verified.
  - By adding an authorized certification (IELTS for example).
  - At the end of a completed contract, clients will be asked how they would, "Rate their English proficiency (speaking & comprehension)." After receiving several (3 or more) of these ratings, the verified badge can appear on your profile.

#### Languages

English: Conversational <



Arabic: Native or Bilingual

#### CREATING UPWORK PROFILE - ENGLISH FLUENCY LEVEL (CONT.)



### **English fluency level (Cont.):**

• At the end of a completed contract, clients will be asked how they would, "Rate their English proficiency.

Share your experience! Your honest feedback provides helpful information to both the freelancer and the Upwork community.

This feedback			nonym	ous and	d neve	r shared	d direct	ly with	the free	elancer	. Learn	more
Please select V												
<b>How likely are y</b> o								r a colle	_		10	Extremely likely

#### CREATING UPWORK PROFILE - SET YOUR AVAILABILITY



#### **Set your Availability:**

Set your availability and respond to invitations immediately.

• When you're busy and can't work for a period, set your availability to "Not

available".

 Clients can search for freelancers with specific availability

• It'll appear in your profile like that:

• Response time, depends on when you often response to clients' invitations.

### Availability

am currently

Available

Available
As Needed - Open to Offers
24 hrs response time ?

As Needed - Open to Offers

More than 30 hrs/week

Less than 30 hrs/week

Not Available

Availability

Available
Less than 30 hrs/week
response time

We'll list how often you
respond to client invitations
once you've received more
invitations. Top freelancers
accept or decline all job invites
within 24 hours. Learn more

### CREATING UPWORK PROFILE - VERIFY YOUR PHONE



### **Verify your phone:**

- It is very simple process, just they'll send a code to your mobile and you're requested to renter it.
- After that, badge of a verified phone number will appear in your profile, and give your clients more trust about you.

# Verifications

Phone Number: Verified 🙋



# CREATING UPWORK PROFILE (CONT.)



# **Congratulations!**

Every step of the previous step, increases your profile completeness level.

Your profile completeness now should be 100%.

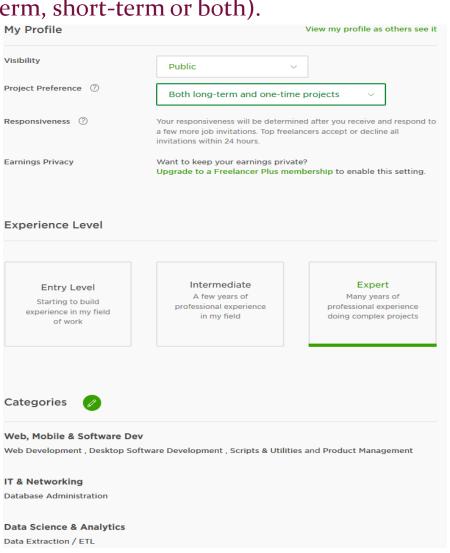


### CREATING UPWORK PROFILE - SOME MORE STEPS



### From settings, go to profile settings section, and set the following options:

- Make sure that your profile visibility is set to: public.
- Set your Project Preference (Log-term, short-term or both).
- Set your experience level.
- Select the category of your skills.
- Specialized profiles.

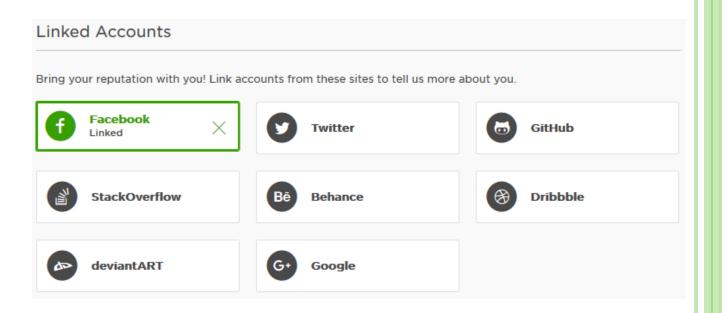


## CREATING UPWORK PROFILE - SOME MORE STEPS (CONT.)



### From profile settings section also, Link your online accounts:

- Link your online social and professional accounts:
  - Facebook, twitter, Google+.
  - Behance (For designers).
  - deviantART (For designers).
  - Dribble (For designers).
  - Github (for Developers).
  - StackOverflow (for Developers).







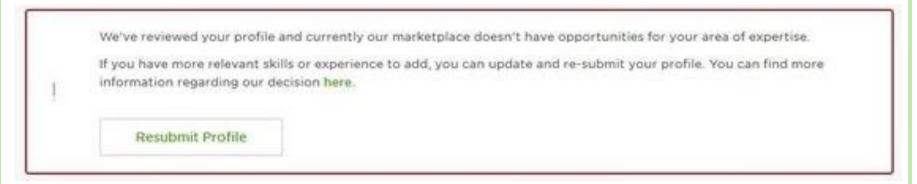
Practice: Create your Upwork account.

### UPWORK ACCOUNT REVIEW



#### **Upwork Account Review:**

- All new profiles are reviewed before the contractor can apply for jobs.
- You should get account approval or rejection within 24 hours. You will be able to apply to jobs once your profile is approved.
- If your profile is rejected, and you got such following message:



• ,then you need to add more skills, take skill test and improve your profile and resubmit it.

# UPWORK ACCOUNT REVIEW (CONT.)



### **Upwork Account Review (Cont.):**

• If you got such following message:



• ,then you need to make sure that you completed all items in your profile, and you're using real name, personal photo, etc. and then resubmit your profile.

# UPWORK ACCOUNT REVIEW (CONT.)



#### **Upwork Account Verification:**

SIE

Action required: To avoid additional account restrictions, you must complete your identity verification video call with Upwork. You can initiate this call by chatting with an agent here.

- **Video Call Verification:** You may asked to have a video call with Upwork to verify your account.
  - Don't worry, just you need to click on the given link and they'll send you an email with the video call time.
  - You're required to open your camera, and you'll be asked simple questions about your name, address ,etc.
- You may also asked to send some documents for your identity verification like: Your current, valid government-issued photo ID, recent billing statement.

# UPWORK ACCOUNT REVIEW (CONT.)



### **Upwork Account Verification (Cont.)**

- Possible reasons Upwork might require you to verify your identity include:
  - To determine ownership of duplicate accounts
  - To determine ownership of linked accounts
  - To assist you in resuming your account
  - To determine ownership of accounts showing suspicious or high-risk activity
  - Know Your Customer (KYC) program compliance
  - Any other reason that Upwork deems appropriate, including random checks to maintain the integrity of the marketplace.
- Before verification, your Upwork profile must be consistent with your verification information:
  - Upwork profile picture must be consistent with ID picture
  - Upwork profile address must match address on statement
  - Upwork profile name must match both government ID and statement
  - Upwork profile payment methods must match name on government ID and statement or provide additional documentations showing legal authorization/ownership.

### FREELANCER VIOLATIONS AND ACCOUNT HOLDS



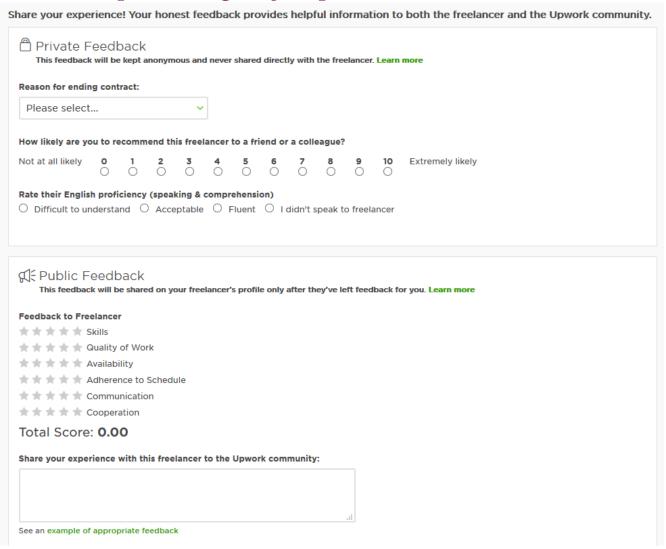
### Most common violations that cause account hold:

- Identity Uncertainty and Account Sharing: Provide your own accurate and verifiable information and use a clear photo of yourself. Don't allow anyone else to use your account.
- Receiving Payments off Upwork: Always receive payment through Upwork.
- Failing to Perform on Your Contracts: When you accept a project, you promise to complete the work and to deliver high-quality work. In addition, the you must accurately describe your business, your skills and qualifications, and the services you offer. Misrepresenting your abilities or failing to fulfill your contract responsibilities can result in low client satisfaction and payment disputes.
- Multiple Logins or Wrong Account Type: Use the same login for all work on Upwork, whether you're selling your own services as a freelancer, managing an agency, or hiring others as a client.
- Contact Information Sharing: Keep contact with potential clients inside Upwork. Your profile can't include your email, Skype contact information, or links to any sites that include a way to contact you outside of Upwork.
- Spam and Harassment: Treat everyone with respect and professional courtesy in all communications.
- Feedback Abuse: Great feedback is earned, not forced. Don't pressure clients to give you good feedback, and don't withhold work until feedback is left.

### UPWORK FEEDBACK AND RATING SYSTEM



- After each contract both of freelancer and client are required to give rating and feedback for each other.
- The client is required to give you public and hidden feedback:



# UPWORK FEEDBACK AND RATING SYSTEM (CONT.)



- Hidden rating and feedback is used by upwork to evaluate the clients.
- Public rating and feedback is shown in your profile, and it's very important to keep it good and great. Rebranding myself/my business Oct 2013 Mar 2014
  - It affects your job success score (JSS).
- \*\*\*\* 5.00

  Just an awesome experience and amazing results! Highly recommend Danny!
- If you got bad feedback, you can:
  - Ask your client gently to change the feedback, and enable him to change feedback.
  - Respond to feedback and write your comment on it, that will appear in your profile under the feedback.

Feedback to Freelancer

Feedback to Client

Feedback to Client

# UPWORK FEEDBACK AND RATING SYSTEM (CONT.)



- Job Success Score (JSS): 100% Job Success
  - A freelancer's Job Success Score reflects their reputation on Upwork based on direct client feedback and other indicators of client satisfaction.
  - It combines metrics on their clients' public and private feedback, long-term client relationships, client rehires, and contracts that don't result in work delivered.
  - An agency's Job Success Score is an aggregated score for all the agency's jobs.
  - Top freelancers and agencies on Upwork typically have a score of 90% or higher, which indicates an overall track record of meeting or exceeding clients' work expectations.
  - The Upwork system takes snapshots of your six-, 12- and 24-month history in the marketplace and calculates a score for each. The best score out of these moving time windows is displayed on your profile and updated about every two weeks.
  - You'll need to have a certain amount of feedback to receive a Job Success Score. More than 90% of freelancers have a score after 5 projects.

    Iong-term relationships repeat contracts

    | Out | Indicate | Indi

# UPWORK FEEDBACK AND RATING SYSTEM (CONT.)



### Job Success Score (JSS) - Tips:

- It's intentionally different from your 5-Star rating: The scores differ because Job Success contains more than just public feedback. It also includes private feedback, long-term contracts, and repeat contracts.
- "Difficult clients" don't count against you: If you've worked with a client that has shown a pattern of unreasonable behavior, we won't factor that contract into your score.
- Contracts without activity can lower your score: Sometimes contracts start, but due to the client or freelancer, no activity takes place. After a reasonable period of time, these contracts impact your score.
- A pattern of contracts that end without feedback can reduce your SCOTE: When it happens occasionally, your score is not impacted by contracts ending without feedback. But when this occurs in excess for a freelancer, it is flagged and counted against your score.



- My Stats provides you instant access to your success at every stage of work:
  - Marketing effectiveness -- Stats on how many people are viewing and visiting your profile.
  - Application style and results -- See how often you get hired compared to your bid total.
  - Communication effectiveness -- Track how you are doing at responding to invitations to apply.
  - Overall reputation on Upwork -- See feedback from clients.
- My Stats will first appear when you apply to a job or are hired directly.
- Compared to your peers All application statistics are based on the past 90 days.



### • My stats parts:

- Communication
  - Responsiveness Your average invitation response time (which is shown on your profile).
  - Invitation response rate Freelancers who are successful and available for new work try to accept or decline invitations within a day, every time.
  - Availability If you're not available for new work, tell your prospective clients!

#### Communication

You replied to 1 of 3 invitations to apply in the past 90 days:

Responsiveness	Your responsiveness will be determined after you receive and respond to a few more job invitations. Top freelancers accept or decline all invitations within 24 hours.					
	Never	Always				
You reply within a day						
You reply every time						



100%

### My stats parts (Cont.)

- Marketing effectiveness
  - Profile view count Number of distinct people who have viewed your profile tile in search results daily, in the past 30 days.
  - Profile view count trend Compares this view count to the statistic over the past 6 months

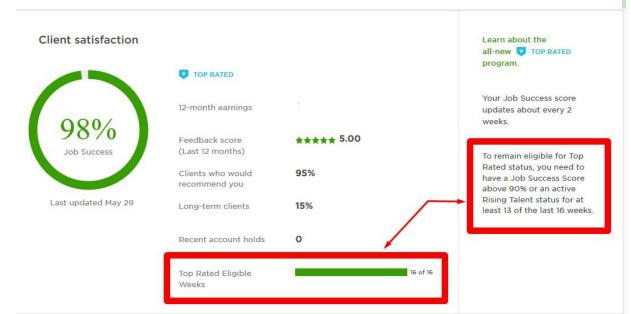
Profile completeness

You've applied to 61 jobs in the past 90 days. Compared to your peers: Less often Average More often You were viewed You were interviewed You were hired Among freelancers in Customer Service Your profile was discovered 3 times last week. (+50% from the previous week) Profile views Aug 18 Aug 25 Sep 15



### My stats parts (Cont.):

- Client Satisfaction
  - Job Success Score (JSS)
  - 12-month earnings Gross earnings in the past year
  - Percentage of clients that would recommend you Clients that have indicated they would recommend you to others.
  - Percentage of long-term clients Of the clients you've worked with in the past year.
  - Recent account holds Account holds and notifications of possible Terms of Service violations you've received in the past 90 days.
  - Top Rated Eligible Weeks.



### RISING TALENT PROGRAM



### Rising Talent program

- The Rising Talent program provides freelancers and agencies without a long history on Upwork (and no Job Success Score) with extra perks to get started, grow their earnings, and establish their reputation quickly to prospective clients in the marketplace.
- Program Eligibility:
  - You may be qualified to rising talent program even if you haven't any jobs yet.
  - Deliver great results to your clients .
  - Complete your projects on time and as promised
  - Maintain a 100% complete profile that accurately showcases your professional credentials
  - Keep your availability status up-to-date
  - Regularly submit proposals to projects relevant to your skill set.
  - Adhere to the Upwork Terms of Service
  - Have been active in the past 90 days (submitting proposals or delivering work) or have joined in the past 30 days
- Once you have enough history, your Rising Talent status will automatically be replaced by a Job Success score. Once you earn a Job Success score, you can start working toward Top Rated status.

# RISING TALENT PROGRAM (CONT.)



- As a Rising Talent, you receive the following perks:
  - A Rising Talent badge on your profile to help you stand out to clients
  - Inclusion in a premium talent pool from which top clients source talent
  - A one-time bonus of 30 free Connects for you to submit more proposals to clients
  - Access to chat and ticket support from a specialized customer support team
  - Personalized profile tips to help you effectively market your freelance services
- It will appear in your profile like that:

Invite To Job



\$45.00 /hr

32 hours

### TOP RATED PROGRAM



- You need to maintain Rising Talent status or a Job Success Score (JSS) of at least 90% for at least 13 of the last 16 weeks.
  - The Top Rated Eligible Weeks metric (that shown in my stats report) keeps track of that progress looking at the last 16 weeks as a rolling window. The count is updated every Saturday.
- To earn and maintain Top Rated status you must have:
  - A current Job Success Score of 90% or higher
  - Maintained Rising Talent status or a Job Success Score of at least 90% for at least 13 of the last 16 weeks
  - A 100% complete profile (90% for those who brought their profiles over from Elance)
  - 12-month earnings of at least \$1,000
  - Up-to-date availability (if unavailable now, set a date estimate)
  - An account in good standing with no recent account holds
  - Activity on the platform (proposal, accepted invitation, or earnings) in the past 90 days

# TOP RATED PROGRAM (CONT.)



### As a Top Rated freelancer or agency, you'll receive:

- A badge on your Upwork freelancer profile
- Personalized tips to strengthen your profile
- Premium customer support, including phone and chat
- Exclusive invitations to submit proposals
- An exclusive Job Digest email to make it easier for you to find attractive opportunities
- The ability to exercise more control over your Job Success Score
- Private access to the Top Rated Community forum
- The opportunity to attend exclusive Top Rated Office Hours
- The opportunity to host Top Rated Events in your city
- It looks like that in your profile:



- Tips for Boosting Your Success on Upwork:
  - https://www.upwork.com/hiring/for-freelancers/17-tips-for-boosting-your-success-on-upwork/





Practice: Create other freelancing profiles.



Writing good proposal

## WRITING GOOD PROPOSAL







Start with a custome \_\_\_\_\_\_ greeting

Make a connection 
with the client

Share your relavent 
industry experience

Chose with an invitation to discuss
the project

Hello (CLIENT'S NAME )

It's exciting that your company is looking to do (PROJECT TYPE)

I understand that finding the right fit for your (PROJECT) is a top priority. Getting the right (PROJECT DELIVERABLE) is critical to your company's growth and success

With (X) years of experience in (INDUSTRY), I have worked with companies just like yours on many similar projects. For instance I...(PAST PROJECT EXAMPLE). This gives me just right experience, and perspective that you're looking for.

I've attached some samples for your review.

I would be happy to discuss your project needs and how I can help you meet them.

I look forward to talking to you!

(YOUR NAME)

### SAMPLE PROPOSALS



Hi,

Thank you for inviting me.

I see you're looking for a proficient full-stack developer to develop charity organization project.

I'm 3 years of experience .Net developer who have delivered several web projects based on Microsoft Technologies (you can visit my portfolio https://www.upwork.com/freelancers

( <del>circumit a constant a constant</del>

I'm very interested in your project I think we can add a donation feature either the donation was money or just social media share. also we can add events subscribtion module to allow users to participate in charity events organized by the charity organization. if you don't have a ready template I recommend:

https://w3layouts.com/?s=charity

I hope we can work together.

Thanks

#### Cover Letter

Hey Car

It's obviously an easy work and I'll start immediately and finish it as quick as possible.

I'm amazed for all those positive reviews and I'm really willing to work with you.

Can you start immediately and chat with me so I can give quicker feedback and get the work done faster?

Yes, I'll be available through the chat here and if you needed to skype me that'll be great also.

#### Need CSS for a Landing Page Template

\*\*\*\* 5.00

Awesome communication Skills! is very talented. Very pleasant to work with. We agreed that my task needed more of a PHP developer so we parted with the intention of working together again.

#### △ Cover Letter

Hey 🗪,

As you can see I'm a bootstrap expert, so I'll be able to copy your first landing page and put the new elements you want from the other one.

11:59 AM

This job will be done in less than 48 hours -maybe less than a day- if you were available to help me make it exactly as you want.

#### Responsive, Mobile-friendly, Bootstrap Landing Page

\*\*\*\* 5.00

was great to work with! He's professional, punctual, and most importantly, asks questions to clarify requirements. I would recommend him to anyone.



# Other freelancing website

### ONLINE FREELANCING WEBSITES



# Some of most common freelancing websites:

- <u>www.upwork.com</u> (Formerly: oDesk and Elance one of the most known sites)
- <u>www.freelancer.com</u> (One of the most known sites)
- <u>www.toptal.com</u> (exclusive network of the top expert freelancers)
- www.rentacoder.com
- www.vworker.com
- www.guru.com
- https://99designs.com
- www.peopleperhour.com
- <u>www.fiverr.com</u> (For small services)
- <a href="https://www.utest.com">https://www.utest.com</a> (for software testing)

### Websites for portfolio and job opportunities for designers:

- https://www.behance.net
- https://dribbble.com

# ONLINE FREELANCING WEBSITES (CONT.)



# Some of fast-growing Arabic freelancing websites:

- www.mostaql.com
- <u>www.khamsat.com</u> (For small services)
- <a href="http://kafiil.com">http://kafiil.com</a> (For small services)
- <u>https://ureed.com</u>
- <u>www.maharati.com</u> (For small services)
- <u>www.ikhedmah.com</u> (For small services)
- <a href="https://www.talentsroot.com">https://www.talentsroot.com</a> (For small services)
- <a href="https://www.khadamatt.com/">https://www.khadamatt.com/</a> (For small services)
- <u>www.al7arefa.com</u>
- <a href="https://vodafonebegin.com">https://vodafonebegin.com</a>
- https://www.inploy.me
- <a href="https://shoghlonline.com">https://shoghlonline.com</a>
- <a href="https://www.picalica.com">https://www.picalica.com</a> (For small services, and market place)
- <a href="https://www.tasmeemme.com/">https://www.tasmeemme.com/</a> (For small services in design)
- <a href="https://soundeals.com">https://soundeals.com</a> (For voice over)
- <a href="https://www.voicecrafters.com">https://www.voicecrafters.com</a> (For voice over)
- www.freelanceme.net
- <a href="https://bahr.910ths.sa/">https://bahr.910ths.sa/</a> (Saudi freelancing platform For Saudi citizens only till now)



What's next...?

# ONLINE FREELANCING COURSE



- You can attend the ITI's online course for freelancing on MaharaTech website (<a href="https://maharatech.gov.eg/course/index.php?categoryid=3">https://maharatech.gov.eg/course/index.php?categoryid=3</a>)
  - Freelancing Basics Course: https://maharatech.gov.eg/course/view.php?id=7
  - Getting started as a freelancer (Upwork)
    <a href="https://maharatech.gov.eg/course/view.php?id=9">https://maharatech.gov.eg/course/view.php?id=9</a>
- Online freelancing sessions:
  - https://www.youtube.com/playlist?list=PLG\_bfvjc8SDEKDFx9D\_ 4kQ2sRDMjIL\_D



Please fill your info in the following form, and keep the link to keep your info updated:

https://forms.gle/ksz5prtFpK71aByt7

Please join this FB Group for following-up with our freelancing mentors, and for any freelancing jobs opportunities: <a href="https://www.facebook.com/groups/ITIFreelancingAcademy">https://www.facebook.com/groups/ITIFreelancingAcademy</a>

Please follow our website, freelancing Zones page and YouTube channel:

http://freelancingzones.com

https://www.facebook.com/ITIFreelancingZones

<u>https://www.youtube.com/c/ITIFreelancingZones</u>

ITI Freelancing zones application link: <a href="https://forms.gle/8BCX1H37ibE6ggq76">https://forms.gle/8BCX1H37ibE6ggq76</a>



### You're required to finish the following before the next day:

- Finish the 2 freelancing courses on MaharaTech, and submit their certificates.
- Complete and finish your profile on <u>at least 3 of freelancing platforms</u>:
  - Upwork profile accepted and completed 100%, and to add at least one predefined projects (Service).
  - Profile in one of small services platforms like: Fiverr, Khamsat, peopleperhour, ...etc.
  - Profile on one of Arabic platforms like: Mostaql, khamsat, Kafiil, ...etc
  - Good suggested platforms: Upwork, Peopleperhour, Freelancer.com, Mostaql, khamsat, Peopleperhour, Guru,...etc.
- Fill the form in the previous slide ( <a href="https://forms.gle/ksz5prtFpK71aByt7">https://forms.gle/ksz5prtFpK71aByt7</a>) with your info and profile links.



