

Digital Freelancer:

Managing Freelancing Projects



Project: Working with a Mock Client



Part 1

Project Listing

Sample Project Listing #1:

Web Development

Web application development support needed for healthcare application.

Posted 2 hours ago

Hourly: \$35.00 - \$65.00 Based on experience.

Project Time: 3 months, 25 hours a week.

Project Description:

We are a web development company working with a healthcare client looking to connect patients directly with their doctors. We need someone to be able to take PSD mockup files from our designer and convert them into custom code using HTML, CSS, and JavaScript. We have not decided on which JavaScript library to use, but will be open to working with the one you're most familiar with. We have the designs for 10 pages and will need them to be completed in 3 months. We are open to working with all levels of experience, but the pay will be adjusted based on your experience.

Sample Project Listing #2:

Digital Marketing

Email Marketer for Annual Fundraising Event.

Posted 2 days ago

Hourly: \$30.00 - \$40.00.

Project Time: 1 month, 10 - 15 hours a week.

Project Description:

We are looking for someone to create a drip email campaign to help us sell tickets for our annual fundraising event for our non-profit. This would require audience segmentation, custom email creation, and call-to-action development. We are to reach our goal of 700 tickets sold. We haven't decided on the best tool to do this yet and would be open to your recommendations. Serious inquiries only.

Sample Project Listing #3:

Data Analyst

Seeking experienced Data Analyst to build dashboard for local insurance company.

Posted 1 week ago

Hourly: \$90.00 Based on experience.

Project Time: 1 year, 20 hours a week.

Project Description:

I have taken over a local car insurance company from my parents and have inherited hundreds of Excel spreadsheets with past and current customer information. I need help organizing this data and creating a dashboard to allow me to filter the data and create reports as needed. I would also need guidance on how to transfer the data to the tool of your choice. Looking forward to working together!



Part 2

Expression of Interest

Expression of Interest

Write an initial expression of interest (Eoi) to the client:

- Now that you've understood what the client is asking for, it's time for you to reach out to them.
- Write out an Eoi message addressing their requirements as well as how you can help them.
- This message will be their first impression of how you communicate with them, so it is good to be professional.
- Please keep word limit between 200 - 300 words.

Expression of Interest (Provided)

Which Sample Project Listing did you select to respond to?

Answer:

Sample 2 – Digital marketing

Please type your initial response to the client below. This should be between 200 - 300 words.

Expression of Interest:

Hi,

Looks like you need help in creating a drip email campaign to help in selling tickets in your annual fundraising event.

Mailchimp can help in streamlining audience segmentation, and CTA development effectively to meet your goals. I have one year of experience in creating custom email designs using Mailchimp and canva ensuring they are visually appealing and tailored to your audience. Additionally, I excel in crafting compelling CTAs that drive engagement and conversions, leveraging tools like Hubspot to track their effectiveness. Let me know if you would like to chat.



Part 3

Project Management Process

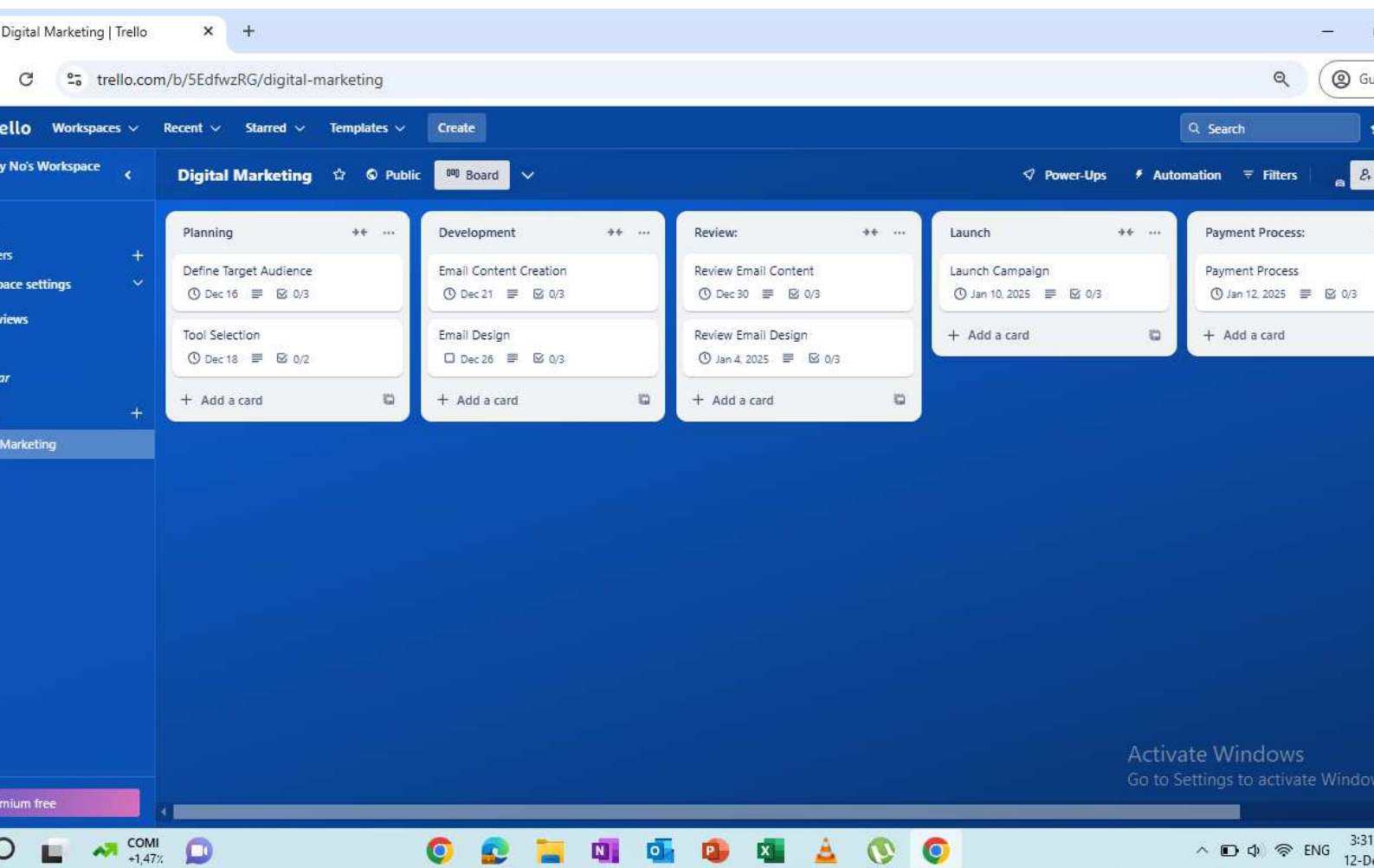
Trello Board

Please include the following information for your Trello board:

A link to your public Trello board should be provided here:

<https://trello.com/b/5EdfwzRG/digital-marketing>

Include a screenshot of the board below:





Part 4

Invoice and Payment Options

Nada Taher
3 Elsalam st, Moharram bay,
Alexandria, Egypt

Invoice

Recipient:
Spark Company
24 Obour st, Sheikh Zayed,
Cairo, Egypt

Invoice #: 0006
Date issued 12-1-2024
Date due 20-1-2024

Services Rendered (Continue on next page)

Service	Description of Work Done	Hours Spent	Amount Per Hour	Total
Audience Segmentation	Research audience demographics and segment them for campaign	12	\$ 30	\$360
Email content creation	Write and draft email copy	6	\$ 30	\$180
Email design	Creat and design email template using Canva	10	\$ 30	\$300
Review Email content	Refine email drafts	4	\$ 30	\$120

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Invoice

Services Rendered (continued)

Service	Description of Work Done	Hours Spent	Amount Per Hour	Total
Review Email Design	Validate template design for compatibility and apeal	5	\$ 30	\$150
Launch Campaign	Send out the drip email campaign to the segmented audience	5	\$ 30	\$150

Total Payment Due: \$ 1260
Payment Options: QNB Bank
Account Number:0015484232315