

Social Media Management

Job Description

Manage and grow a brand's presence across social channels including Facebook, Instagram, Twitter, LinkedIn, and others.

Key Skills



Understanding of social media platforms



Content creation



Platform analysis



Customer service



Trend awareness

Resources



Houtsuite Academy



Coursera



Udemy

Average Hourly Rate

\$15 - \$50

Potential Earnings

Based on full-time work, potential earnings range from \$31,200 to \$104,000 annually.

Copywriting

Job Description

Writing clear, compelling copy for various mediums (web, ads, blogs). Often specific per niche.

Key Skills



Writing and editing skills



SEO knowledge



Creative thinking



Research skills

Resources



Copyblogger



Coursera's Copywriting Specialization



AWAI

Average Hourly Rate

\$20-\$75

Potential Earnings

Based on full-time work, potential earnings range from \$41,600 to \$156,000 annually.

Graphic Design

Job Description

Creating visual content to communicate messages.
Designing creative that captivates and engages target audiences.

Key Skills



Adobe Creative Suite



Layout design



Color theory



Creativity



Time management

Resources



Adobe Creative Cloud
Tutorials



Skillshare



Udemy

Average Hourly Rate

\$20-\$85

Potential Earnings

Based on full-time work, potential earnings range from \$41,600 to \$176,800 annually.

Web Design

Job Description

Designing the aesthetic aspects of websites including layout, user interface, and user experience.

Key Skills



Graphic design



Responsive design



User experience (UX)

Advanced



HTML/CSS



JavaScript

Resources



Codecademy



FreeCodeCamp



Treehouse

Average Hourly Rate

\$25-\$100

Potential Earnings

Based on full-time work, potential earnings range from \$52,000 to \$208,000 annually.

Virtual Assistance

Job Description

Providing administrative services to clients while operating outside of the client's office. Tasks range from managing emails and appointments to handling social media accounts or data entry.

Resources



Udemy



LinkedIn Learning



VA Networking

Key Skills



Organizational skills



Time management



Communication skills



Proficiency in MS Office or Google Suite



Basic understanding of social media platforms.

Average Hourly Rate

\$15-\$60

Potential Earnings

Based on full-time work, potential earnings range from \$31,200 to \$124,800 annually.