

The Great Resignation has had many people looking to more personalized jobs that reflect their interests. Because of this, freelance platforms have exploded in popularity because they let people use their knowledge and specialties to make their money.

Upwork is one of those platforms — and one of the more popular ones at that. But, its popularity means that standing out, or even getting to work on the website at all, is more difficult than ever. That's why it's important to know what skills you should highlight or learn to have a better chance of getting work.

While there are general skills that can help — ultimately, the skills you need differ by what field you wish to freelance for. Here, we'll go through the general skills before getting into more specific fields and what you need to know to succeed.

General Skills

These skills are one that you'll need on Upwork no matter what jobs you're planning on taking. They'll help you become a great freelancer in any field.

Online Communication

Part of being a freelancer on Upwork is working remotely, so you'll need to be able to communicate politely, professionally, and in a timely manner over email or chat. That means written communication is extremely important.

Microsoft Office

Similar to many jobs, freelance or not, knowing Microsoft Office is an absolute must. Many employers on Upwork use Microsoft Office, so at the very least you should be proficient in Word, Excel, and Powerpoint

Cloud Tools

Because you're working remotely, you'll also need to be able to access work remotely. That means being able to use Cloud tools like Google Docs or Dropbox. This will allow you to edit and and share your work with potential employers over Upwork.

Knowing tools Like Asana and Basecamp is also important as it is often how you'll receive your work or organize your work.

Time Management.

While you'll be doing work for someone else, you're ultimately your own boss while freelancing. And that means you'll have to make sure that you're not procrastinating and meeting deadlines.

If you're not reliable, clients are not going to want to work with you. Managing your time and getting work in on time is paramount.

Field Specific Skills

These skills, like it implies, are specific to the jobs you're planning on taking on Upwork. Having these on your profile will help you get jobs in specific fields.

Tech skills

With the pandemic forcing us all home, companies have been focusing on their web presence. And that's why most of the demanded skills in tech are website creation.

The biggest skill you'll need to be successful in tech jobs on Upwork is Web Design. We've all been on the computer more these days, so it makes sense that more and more companies are focusing on Web Design.

Similarly, another in-demand skill is WordPress — a tool to help create websites.

Marketing Skills

If you're looking to get into Marketing work up Upwork, you'll want to focus on online Marketing.

The biggest skill you'll need is, not surprisingly, Social Media Marketing. After the pandemic, Social Media has become the best way to reach much of the population as traditional forms have gone by the wayside.

You'll also need to know Lead Generation. Being able to generate consumer interest is the main goal of marketing — so make sure you have that on your profile.

Customer Service

For customer service jobs on Upwork, you'll want to know Customer Support. To be able to fully help customers, you'll also need the next three top skills — Email Communication, Phone Support, and Email Support.

Knowing how to help customers is the core of Customer Service, and you'll need to be able to do that remotely. That means those three above, as well as being able to speak professionally.

Conclusion

While you're freelancing to show off your skills, having these specific ones will not only help you secure a spot as one of Upwork's freelancers, but will also help you get work.