MELINIA ACADEMY

FREELANCING, CLIENT HANDLING & CAREER LAUNCH

ASSIGNMENT / PRACTICAL PROJECT

Rules:

- No copy-paste or generic answers
- Use real scenarios, examples, and personal thinking
- Think like a professional marketer, not a student

TASK 1: CAREER PATHS AFTER LEARNING DIGITAL MARKETING

Career Exploration Task:

Research and explain **at least 5 career paths**, such as:

- Freelance digital marketer
- Performance marketing specialist
- SEO specialist
- Social media manager
- Content marketer
- Growth marketer
- In-house marketing role
- Agency role

For each path, explain:

- Core skills required
- Type of work involved
- Income potential (entry-level to experienced)
- Who this path is best suited for

TASK 2: INTRODUCTION TO FREELANCING

Conceptual + Practical Task:

Explain:

- What freelancing really means
- Difference between freelancing, job, and agency work
- Pros and cons of freelancing
- Why freelancing requires discipline and systems

Then explain whether freelancing is suitable for you and why.

TASK 3: FREELANCING PLATFORMS & OPPORTUNITIES

Research Task:

Explore **any three freelancing platforms**, such as:

- Upwork
- Fiverr
- Freelancer
- Toptal
- LinkedIn

For each platform, explain:

- Type of clients available
- Types of digital marketing services in demand
- Competition level
- Best strategy for beginners

TASK 4: BUILDING A PROFESSIONAL PORTFOLIO

Portfolio Creation Task:

Create a **portfolio outline** for yourself.

Include:

- Introduction and positioning
- Skills and services offered
- Sample projects (real, practice, or case studies)
- Tools you know
- Testimonials (if not real, mention as mock)

Explain:

- Why portfolios build more trust than resumes
- How case studies attract better clients

TASK 5: CLIENT COMMUNICATION & REQUIREMENT UNDERSTANDING

Communication Task:

Create a **client requirement checklist** covering:

- Business goal
- Target audience
- Budget
- Timeline
- Expectations
- Success metrics

Also write:

- One sample client discovery call script
- One follow-up message after first discussion

Explain why poor communication leads to project failure.

TASK 6: PRICING, PROPOSALS & NEGOTIATION

Business Skill Task:

Explain:

- Different pricing models (hourly, monthly retainer, project-based)
- How to price based on value, not effort
- Common pricing mistakes beginners make

Create:

- One sample proposal structure
- One negotiation response for a low-budget client

TASK 7: CLIENT ONBOARDING & PROJECT MANAGEMENT

System Building Task:

Create a **client onboarding process**, including:

- Agreement or scope confirmation
- Access and asset collection
- Timeline and milestones
- Communication frequency
- Reporting structure

Explain how project management builds trust and reduces conflicts.

TASK 8: HANDLING DIFFICULT CLIENTS & SITUATIONS

Scenario-Based Task:

Explain how you would handle:

- Client asking for free extra work
- Client delaying payments
- Client changing scope frequently
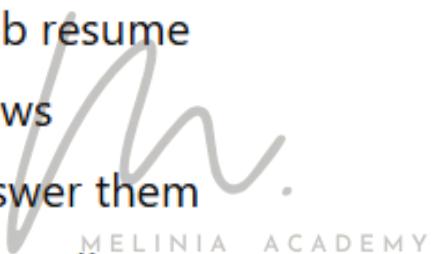- Client unhappy despite good results

Explain solutions professionally and ethically.

TASK 9: JOB PREPARATION & INTERVIEW READINESS

Career Readiness Task:

Explain:

- Difference between freelancer resume and job resume
- How to prepare for digital marketing interviews
- Common interview questions and how to answer them
- Importance of practical knowledge and case studies

Create:

- A job-focused resume outline
- One mock interview answer (any digital marketing topic)

TASK 10: ETHICS, PROFESSIONALISM & LONG-TERM GROWTH

Reflection Task (Minimum 300 words):

Write about:

- Importance of ethics in freelancing and jobs
- Why short-term money thinking damages long-term career
- How professionalism builds referrals and growth
- How continuous learning keeps you relevant
- Your 2-year or 5-year career vision in digital marketing

This task evaluates your maturity and professional mindset.

Submission Guidelines

- Format: PDF, DOC, or PPT
- Clear task-wise headings
- Real examples and original thinking required