

Skills: In-Demand CHECKLIST

Want to know which skills are hot right now? Check this list. If you have skills or experience in these areas, then make sure you list them in your resume and online portfolios. You'll shine.

ADMINISTRATIVE

- Bookkeeping
- Invoicing
- Managing customer accounts
- Managing overheads
- Calculating margins
- Reporting
- Tracking renewals + maintenance
- Paying bills
- Reporting + paying taxes
- Payroll
- Importing and exporting fees
- Dealing with insurance
- Calculating your ROIs
- Budgeting

WEB/GRAPHICS

- Logo, icon, banner, header + cover design
- Creating infographics
- Branding stationary + docs
- Setting up Wordpress
- Theme customization
- Installing your plug-ins
- Troubleshooting
- Payment gateway integration
- Social media integration
- Form + report creation
- Creating landing/Sales Pages

AUDIO/VISUAL

- Editing audio files
- Editing video files
- Adding intros / outros
- Removing background noise
- Install + Set up podcasts
- Posting your videos
- Linking your audio + video

SOCIAL MEDIA

- Scheduling and managing posting calendar
- Optimizing posts with tags
- Maximising SEO
- Proofreading
- Forum engagement + moderating
- Campaigns and Advertising
- Basic graphic design for posts.
- Image branding
- Keyword research + reporting
- Directory submission, bookmarking and article marketing
- Tracking bookmarking
- Building backlinks
- Building analytic reports
- Adhering and maintaining brand + image management across platforms

WRITING

- Creating email marketing + auto-responders
- Monitoring newsletter subscription
- Editing + proofreading
- Creating blog posts + guest posts
- Optimizing pages + posts
- Writing scripts for audio and video.
- Creating slides + presentations
- For + report creation
- Template creation
- Production of eBooks
- Creating training materials
- Writing press releases
- File organization
- PDF conversion
- Adhering + maintaining brand + image management across platforms.