

# Building a Freelancer Profile

A view into an outstanding Upwork profile

# The Basics - what stays the same?

On both Upwork AND Elance:

- Freelancers can create a free profile to market their business and land jobs
- Work history and feedback are available and public on the profile
- A digital portfolio is available on every Upwork Profile to showcase past work
- The number of hours worked and jobs completed are tracked and shown

# Our newly designed Profile focuses on what matters

**Elance** Find Freelancers Find Work Talent Clouds How It Works Sign In or Join

Browse Categories Search Freelancers Go

**1oClock Multimedia - USA**  
Multimedia Professional [Hire Me](#)

United States | Damascus, OR | 11:18 am Local Time

**Overview**  
Minimum Hourly Rate \$45  
HEADLINE: Chosen by Elance themselves when they had a need for a video. Feedback on the final video was 5.0 across the board.

**Job History**  
Private Job Jun 29, 2015 | Videos | \$350 | Completed | ★★★★★ 5.0  
Private Job Jun 5, 2015 | Presentations | \$75 | Completed  
Private Job May 26, 2015 | Videos | \$325 | Completed | ★★★★★ 5.0  
Private Job May 11, 2015 | Presentations | \$75 | Completed  
[View All](#)

**Company Snapshot**  
All Categories - 12 months | Lifetime  
Jobs: 16 Total, 42 Milestones, 0 Hours  
Reviews: 11 ★★★★★ 4.8, 98% Recommend  
Clients: 16 Total, 25% Repeat  
Earnings: \$12,062 Total, \$754 Per Client

**Identity**  
Username: 1oClock  
Type: Company  
Member Since: May 2011  
Elance URL: <http://1oclock.elance.co>  
Verifications:

**Upwork** formerly oDesk JOBS FREELANCERS REPORTS oDesk Premium Services

Flag as inappropriate

**John Brookhouse** **\$50.00 / hr**  
Video Production - Screen Capture & Animation  
Clackamas, United States  
11:10am local time

[Contact](#)  
[Hire Now](#)  
♥ Saved

**Work history**  
TOP RATED  
100% Job Success  
27 hours worked  
22 jobs  
Available  
More than 30 hrs/week  
Languages: English - Fluent, Self-Assessed

**Overview**  
1oClock Multimedia is a video production company that specializes in the following:  
• Screen Capture Videos - We are one of the only video production companies that specializes in creating professional-quality, screen capture videos.  
• Sliddeck Creation and Conversion - Do your Keynote or PowerPoint presentations need a facelift? Do you need them converted into an actual video that is synced to a voiceover? If you answered 'yes' to either one of these, then you've come to the right place.  
• Vi ... [more](#)

**Work History and Feedback (22)** Newest first

**2-3 Min Video Introducing Webinar** **\$550.00 earned**  
No feedback given  
Fixed Price  
Jun 2015 - Jul 2015

**Screen Capture Video** **Fixed Price Project**  
No feedback given  
Jun 2015

**PowerPoint to Video (PTC Training)** **★★★★★ 5.00**  
"John is always willing to take on a job, and do it right. He's fast, and talented. I will give him a project, and he turns it around before the deadline! Wonderful!"  
Fixed Price Project  
Apr 2015 - May 2015

# Double check your profile to ensure completeness

Flag as inappropriate

**John Brookhouse** **\$50.00 / hr**

Video Production - Screen Capture & Animation

Clackamas, United States  
12:17pm local time

camtasia ✓ adobe-after-effects video-editing voice-over  
photo-editing [more...](#)

## Overview

1oClock Multimedia is a video production company that specializes in the following:

- Screen Capture Videos – We are one of the only video production companies that specializes in creating professional-quality, screen capture videos.
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- Vi ... [more](#)

**MEET JOHN**

Set an hourly profile rate before applying to any jobs on Upwork

Give clients confidence in you with a concise, well articulated video introduction

# A reputation snapshot highlights key details

**Hire Me >**

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**Company Snapshot**

**All Categories -**

12 months | Lifetime

Jobs	16	Total
	42	Milestones
	0	Hours

---

Reviews

11	★★★★★	4.8
98%	Recommend	

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Clients

16	Total
25%	Repeat

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Earnings

\$12,062	Total
\$754	Per Client

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**Identity**

Username: 1oClock

Type: Company

Member Since: May 2011

Elnance URL:

Verifications:

Elnance  
vs  
Upwork

**Contact**

**Hire Now**

**Saved**

---

**Work history**

**TOP RATED**

**100% Job Success**

**27 hours worked**

**22 jobs**

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**Availability**

**Available**

More than 30 hrs/week

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**Languages**

**English - Fluent**

**Self-Assessed**

- Top Rated freelancers receive added benefits
- Percentage of jobs that resulted in a great client experience
- Update your availability, so clients know when to engage with you
- Assess your english skills

# Portfolio management is made simple

## Portfolio (9)



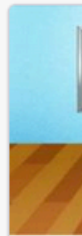
Enhanced Screen Capture - o...



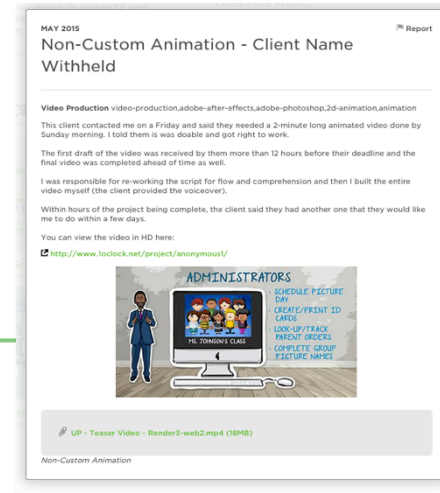
Non-Custom Animation - Cli...



Custom Animation - Vlue.me



Non-



upwork  
formerly oDesk

FIND WORK MY JOBS REPORTS MESSAGES

Lillian Travis

Back to profile

Project Title

Project Description

4000 characters left

Drag files here, [Browse](#) for files to upload.

Publish

Make sure you have copyright permissions for any work you add to this project.

Add a thumbnail

Category

Choose a category ▼

Please select... ▼

Project URL (optional)

Completion Date (optional)

Skills (optional)

# Skills Tests are available to show expertise

### Skills ✎ Add

Reorder your skills by dragging them up or down.

Rank	Skill		
1	camtasia	Knowledge of Camtasia Skills... <b>Top 10%</b>	<span>✕ Remove</span>
2	adobe-after-effects	Take a Skills Test for adobe-after-effects	<span>✕ Remove</span>
3	adobe-photoshop	Adobe Photoshop CS4 Test <b>Above Average</b>	<span>✕ Remove</span>

### Tests ✎ Take tests

Name	Score (out of 5)	Time to Complete	Display on profile
Knowledge of Camtasia Skills Test	3.40 <b>Top 10%</b>	20 min	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Principles of Web Graphics Design Test	4.10 <b>Top 10%</b>	15 min	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
U.S. English Basic Skills Test	4.75 <b>Top 10%</b>	14 min	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
English Vocabulary Test (U.S. Version)	4.60 <b>Top 10%</b>	15 min	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Outbound Sales Skills Test	2.85 <b>Above Average</b>	12 min	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Adobe Photoshop CS4 Test	2.60 <b>Above Average</b>	12 min	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Adobe Premiere Test	3.55 <b>Top 10%</b>	8 min	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
oDesk Readiness Test for Independent Contractors and Staffing Managers	4.55 <b>Failed</b>	5 min	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
oDesk			

Make sure the test corresponds with the skills you want to present to potential clients

If you see a job post that you are interested in, take the skills tests that correspond to the requested qualifications

# My Stats helps you manage your performance

**Design & Multimedia**

LEVEL **6** Needed for Next Level 25 points

**Points 95** Last Week 105

**Rank\* 1,092** Last Week 1009

View Trend Chart

\*Out of 26,111 companies

**Service Delivery**

6 Month Earnings: \$5,619

Jobs With Final Feedback: 5

Earnings Percentage: 100%

Hours Worked: 0

Milestones Completed: 22

Violations: 0

Cancellations: 0

Improve your service delivery statistics

**Communication**

You replied to 18 of 20 invitations to apply in the past 90 days:

Never Always

You reply within a day

You reply every time

**Client Satisfaction**

100% Job Success

Last updated Jun 28

12-month earnings: \$5,156

Feedback score (Last 12 months): ★★★★★ 4.97

Clients who would recommend you: —

Long-term clients: 50%

Recent account holds: 0

**What is My Statistics?**

- 'My Statistics' tracks your activities and achievements on Elance.
- Points are earned for service delivery, client relationship, and marketing activities and determines your level.
- Your level is displayed on your profile, your proposals, and in search results.

Client Satisfaction: illustrates your overall reputation on the platform

Communication: measures your responsiveness with clients

**My Stats**

**Client satisfaction**

100% Job Success

Last updated Jun 28

TOP RATED

12-month earnings: \$5,156

Feedback score (Last 12 months): ★★★★★ 4.97

Clients who would recommend you: —

Long-term clients: 50%

Recent account holds: 0

Your Job Success reflects how well you deliver great results for your clients. This score updates about every 2 weeks.

**Communication**

You replied to 18 of 20 invitations to apply in the past 90 days:

Never Always

You reply within a day

You reply every time

Always respond to invitations in a timely manner, even when declining.

AVAILABLE for new work (Change)

The benefits of setting your availability



# My Stats also provides insight into your effectiveness

## Marketing

6 Month Bookings: \$5,249  
Job Accept Rate: 19%  
Invite Response Rate: 100%  
Tested Skills: 2  
Verified Credentials: 0

Proposals Below Budget: 0

[Improve your marketing statistics](#)

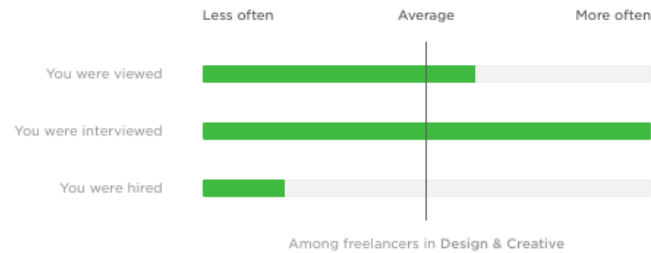
Last updated Jul 1, 2015

### Among Level 6 Freelancers



### Marketing effectiveness

You've applied to 6 jobs in the past 90 days. Compared to your peers:



Your profile was discovered 14 times last week. (+75% from the previous week)

Profile views



Profile completeness



Look for jobs that match your skill set and experience level.

The art of applying to jobs

Marketing Effectiveness: for freelancers that have won a job, this shows how effective you are at applying to and securing the right jobs.

# More call outs - what else should you know?

Feature	Elance	Upwork
Do you have to set an hourly rate on your freelance profile?	No	Yes, you must set a public hourly rate, but can change it at anytime
Are freelancers able to hide their earnings?	Yes, you can choose to hide your earnings	No, all earnings are public on your profile
Is there a combined, public measure of your performance and reviews (both public and private)?	Yes, there are Levels and Recommend Scores to summarize your activity	Yes, your Job Success score summarizes your activity
Can you add more than one job category to your profile?	Yes, but only if you upgrade your membership to a paid plan	Yes, all memberships allow for access to all job categories

# Additional Resources

Hiring Hub: <https://www.upwork.com/hiring/>

Upwork Community: <https://community.upwork.com/>

Upwork Help Center: <https://support.upwork.com/home>