

Top Freelance Jobs to Make 2024 a Fruitful Year

Want to end 2024 with a bang?

Yes, we know 2023 did “what I ordered” vs “what I got.”

The good news is that you can start a freelancing journey today and end 2024 with a fat account.

That’s if you’re willing to learn and practice, anyway.

So, which job should you start learning today?

I’ve put together a list of the most in demand jobs that employers will look for in 2024 to help you find your perfect fit.

The list consists of 10 hot jobs plus 3 new upcoming services that will blow up this new year and beyond.

Enough of the preaching; let’s dive in.

Copywriting

- Learning difficulty: Easy ●
- Minimum monthly earnings: ₦50,000 – ₦1,000,000+
- Beginner jobs: Content writer, SEO writer, email marketer
- Advanced jobs: Copy chief, copy director, head of content
- Job availability: High
- Where to find jobs: Job boards, agencies, freelancing

How to Get Started with Copywriting:

Marketers rely on gifted writers to craft compelling, converter sales and website copy. Mastering this in-demand skill can translate into full-time and freelance gigs across industries.

Improve through daily writing practice. Study effective sales letters and write your own. Take copywriting courses focused on web, email, social.

Reach out directly to agencies needing writers or find steady work on freelance sites. Build a business writing long-form blog posts and web pages for global clients.

Social Media Marketing

- Learning difficulty: Easy ●
- Minimum monthly earnings: ₦80,000 – ₦1,000,000+
- Beginner jobs: Social media coordinator, community manager
- Advanced jobs: Social media manager, director
- Job availability: High
- Where to find jobs: Online job boards, agencies, in-house

How to Get Started with Social Media Management

With 4.2 billion social media users in 2023, brands need social media marketers to engage audiences, run campaigns, track performance, and grow their communities.

An expertise in major platforms, advertising tools, metrics and reporting is highly valued.

To start, take social media marketing courses, follow influencers and experts for inspiration, set up accounts and experiment posting for family/friends.

Seek internships or entry-level roles at agencies or brands to get hands-on experience. Getting certified, though optional, can improve prospects.

Virtual Assistance

- Learning difficulty: Easy ●
- Minimum monthly earnings: ₦80,000 – ₦500,000+
- Beginner jobs: Virtual Assistant, remote admin professional
- Advanced jobs: Operations manager, business manager
- Job availability: High
- Where to find jobs: Remote job boards, client referrals, VA agencies

How to Get Started with Virtual Assistance:

Becoming a virtual assistant or remote administrative professional leverages administrative skills—scheduling, email management, document editing—while working remotely for clients worldwide.

Getting started is straightforward. Take an online course to pick up common VA skills. Set profiles on sites like Fiverr, Upwork to offer services starting as low as \$15/hour.

As you build experience supporting solopreneurs or small business owners, command higher rates.

Project Management

- Learning difficulty: Moderate ●
- Minimum monthly earnings: ₦200,000 – ₦2,000,000+
- Beginner jobs: Assistant Project Manager, Project Coordinator
- Advanced jobs: Program Manager, Project Management Director
- Job availability: High
- Where to find jobs: Job search sites, Fortune 500s, tech

How to Get Started with Product Management

Project managers thrive on seeing initiatives from start to finish by leading cross-functional teams to achieve business goals.

Obtaining respected certifications like PMP or PRINCE2 after learning principles of scope, budget, resource and communication management can unlock lucrative leadership roles across many industries.

Start by taking online project management and Agile courses. Volunteer to lead a charity project.

Use tools like Asana to manage workflows. Land coordinator roles and work towards manager positions. Obtain certifications to qualify for senior PM responsibilities at global companies.

Search Engine Optimization (SEO)

- Learning difficulty: Moderate ●
- Minimum monthly earnings: ₦400,000 – ₦2,000,000+
- Beginner jobs: SEO specialist, content writer
- Advanced jobs: SEO manager, SEO consultant
- Job availability: High
- Where to find jobs: Online job boards, digital marketing agencies

How to Get Started with SEO:

With more search engine users than ever before, SEO skills are invaluable for improving website visibility and traffic.

Learning technical and content optimization best practices can prepare you for a lucrative career in digital marketing.

To get started, take online courses in SEO fundamentals, study ranking factors and site architecture, use tools like Google Analytics, and optimize sites or write optimized content to build a portfolio.

Consider getting certified in SEO through organizations like SEMrush or HubSpot.

Web Development/Design

- Learning difficulty: Moderate ●
- Minimum monthly earnings: ₦300,000 – ₦2,000,000+
- Beginner jobs: Web developer, front-end developer, web designer
- Advanced jobs: Full stack developer, creative director
- Job availability: High
- Where to find jobs: Job boards, tech companies, agencies, freelancing

How to Get Started with Web Dev.

A surge in new companies and web platforms means demand for web developers and designers is higher than ever.

Learning HTML, CSS, JavaScript and frameworks like React can equip you with technical skills to turn ideas into functional, visually appealing websites and web apps.

The best way to start is by taking web development courses focused on fundamentals. As you advance, build personal projects to apply your skills and have work samples to show employers.

Web development bootcamps are another great training option. Leverage professional connections and sites like LinkedIn to find openings.

Graphic Design

- Learning difficulty: Moderate ●
- Minimum monthly earnings: ₦106,000 – ₦900,000+
- Beginner jobs: Junior designer, production artist
- Advanced jobs: Art director, UX/UI designer
- Job availability: High
- Where to find jobs: Job boards, design agencies, in-house teams

How to Get Started with Graphics Design:

From marketing materials to mobile apps, graphic design skills are essential for branding products, engaging users, and visually communicating ideas.

Learning tools like Adobe Creative Cloud can unlock a career in print, digital, UX/UI and more.

Start by studying graphic design fundamentals through online courses. As you advance, take on freelance gigs to build a portfolio reflecting unique style and technical skills.

Consider specializing in print, branding, UI/UX or another industry. Leverage networks like LinkedIn and connections to uncover opportunities.

Video Editing

- Learning difficulty: Moderate ●
- Minimum monthly earnings: ₦200,000 – ₦1,000,000+
- Beginner jobs: Video editor assistant, junior video editor
- Advanced jobs: Creative director, film editor
- Job availability: High
- Where to find jobs: Job boards, video production companies, freelancing

How to Get Started with Video Editing:

Video dominates online content, driving demand for video editors skilled in Adobe Premiere Pro and similar tools to stitch footage into impactful visual stories.

To break in, take online editing courses and study film language, editing techniques and tools. Practice editing projects for friends and family. Seek assistant roles and work up to lead editor positions.

Consider specializing in genres like advertising, news editing or trailers. Freelancing flexibility is a perk once established.

Data Analysis

- Learning difficulty: Hard ●
- Minimum monthly earnings: ₦100,000 – ₦800,000+
- Beginner jobs: Data analyst, BI analyst, financial analyst
- Advanced jobs: Data scientist, quantitative analyst
- Job availability: High
- Where to find jobs: Job boards, large companies, startups

How to Get Started with Data Analysis:

As data proliferates across industries, data analysis skills are invaluable for parsing insights from numbers.

Learn tools like Excel, SQL, Python, Tableau to start an in-demand career turning raw data into presentations, dashboards and models driving strategic business decisions.

Jumpstart learning with online data analysis, data science and SQL courses. Practice by analyzing public datasets. Showcase skills by creating online data visualizations on platforms like Tableau Public.

Consider a Masters in Data Science or Analytics. Use connections and LinkedIn to find openings at data-rich companies.

UI/UX Design

- Learning difficulty: Hard ●
- Minimum monthly earnings: ₺200,000 – ₺2,500,000+
- Beginner jobs: UI Designer, UX Researcher, UX Writer
- Advanced jobs: UX Architect, Experience Director
- Job availability: High
- Where to find jobs: Tech companies, agencies, startups

How to Get Started with UI/UX:

User experience designers blend empathy, creativity and logic to craft digital products and services that delight customers, forming the foundation of beloved brands and apps.

Learning tools like Figma and best practices around qualitative research, information architecture and interaction design can start highly rewarding UX careers.

Immerse yourself in UX through books, podcasts, conferences. Take online courses; Google's UX Design Professional Certificate is a reputable program.

As you learn, add pieces to your portfolio like journey maps and wireframes.

Seek internships and junior roles under experienced managers. Be proactive networking within the UX community.

No-Code Web Development

- Learning difficulty: Moderate ●
- Minimum monthly earnings: ₦500,000 – ₦2,000,000+
- Beginner jobs: Freelance web builder, no-code consultant
- Advanced jobs: No-code architect, team lead
- Job availability: Growing
- Where to find jobs: Small businesses, startups, freelancing

How to Get Started with No-Code Web Development

Building websites no longer requires years of programming expertise thanks to intuitive drag-and-drop platforms like Webflow and Bubble.

With some design skill and knowledge of hosting/domains, solopreneurs to Fortune 500s hire no-code developers to quickly turn ideas into functional web and mobile apps.

Sign up for a no-code platform and start creating sites using prebuilt templates and elements that require no typing.

Watch tutorials to learn features. Offer discounted sites for friends' side projects to build a portfolio. Find clients on no-code job boards eager to work with specialists in these code-optional tools.

No Code App Development

- Learning difficulty: Moderate ●
- Minimum monthly earnings: ₦200,000 - ₦1,500,000+
- Beginner jobs: No-code app builder, no-code consultant
- Advanced jobs: Product director, team lead
- Job availability: Growing
- Where to find jobs: Startups, tech, freelancing

How to Get Started with No Code App Development

Building native iOS and Android apps end-to-end no longer requires coding expertise thanks to app makers like Adalo and Thunkable that leverage visual, drag-and-drop interfaces.

Learning these tools empowers non-developers to turn ideas into professional quality apps addressing niche consumer and business needs.

Get started by playing around in your platform of choice, watching tutorials, building toy apps. Find a problem you or clients face and build an app addressing it to publish in app stores.

Tout your no code skills on freelance marketplaces till you develop extensive portfolio pieces and in-depth mastery that's attractive for salaried and consultancy roles.

AI Content Editing

- Learning difficulty: Easy ●
- Minimum monthly earnings: ₦50,000 – ₦500,000+
- Beginner jobs: AI tools specialist, trainer
- Advanced jobs: Head of AI-human creator team
- Job availability: Growing rapidly
- Where to find jobs: Tech companies, startups, digital media

How to Get Started with AI Content Editing

Powerful AI like ChatGPT is transforming business writing.

Rapid expert-level analysis plus creative, human-like expression allows AI tools to generate, revise, expand and edit all forms of marketing and technical content faster than possible manually.

Early mastery of these emerging technologies creates lucrative opportunities.

Get hands-on now when competition is low. Use tools daily for personal projects to deeply understand strengths and weaknesses.

Take courses in AI writing principles. Start offering AI-enhanced writing as a freelancer to demonstrate value; document impressive results.

As adoption grows in coming years, transition into high paid leadership roles coordinating AI content production.

What Next?

Join our community to find people who can help motivate you to learn and earn from online skills.

JOIN NOW

