USING THE OPPORTUNITIES OF FREELANCER PLATFORMS IN FORMING STUDENT'S FREELANCE COMPETENCIES

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ABSTRACT: This article presents proposals and recommendations regarding the use of freelancing platforms in the formation of freelancing competencies of general secondary school students.

KEYWORDS: Students, freelancer, training freelancers, freelance platforms.

INTRODUCTION

In today's digital age, freelancing is one of the increasingly popular fields. Due to the fact that digitization of all spheres of society is being carried out at a rapid pace, the training of mature personnel in the field of freelancing and the development of new approaches to the training of specialists in this field are one of the urgent problems of pedagogy.

Freelance is a type of work/employment in the market of goods and services, characterized by independence in choosing the form and place of its implementation and a low level of dependence on the employer. An independent worker engaged in this type of activity has a high level of freedom and opportunities for self-awareness and creative growth, setting a personal work schedule. Education is essential for freelancers to succeed in their field [1].

In order for freelancers to be competitive, improve their skills, and prepare high-quality projects, constant research and study is required [2]. Freelancing sites and platforms are of particular importance in this regard.

In this regard, that is, scientific research on the methodology of using freelancer sites in the process of training freelancers and improving their skills M.G. Burlutskaya, V.S. Kharchenko, E.G. Leonteva, Yu.A.Moiseenko, D.M.Avdoshchenko , conducted by researchers such as M.A. Alekseeva.

According to these researchers, freelancer platforms provide the following facilities: establishing contact with experienced teachers and industry experts; flexible schedule and independent study; access to a wide range of online courses and educational materials; contact with potential customers; using payment systems for freelancers to get paid for their work.

Platforms also offer additional tools and resources, such as project management software or collaboration platforms, to enhance the freelancer learning experience.

Examples of such platforms include freelancer websites such as Upwork, Freelancer, Giglanser and Fiverr. These platforms not only connect clients with qualified professionals, but also provide freelancers with many learning opportunities to improve their skills and experience:

1. Access to a wide range of educational resources. Freelancing websites often have dedicated training sections where freelancers can find a variety of resources. These resources include e-books, articles, videos, webinars, and online courses. By studying these educational materials, freelancers can gain new knowledge, try industry best practices, and gain insight into the latest trends [3].

2. Cooperation. Freelancing platforms promote collaboration among freelancers through forums, groups, and chat features. These platforms allow freelancers to connect with like-minded professionals, share experiences, ask for advice and collaborate on projects [4].

3. Skills-based certification programs. Many websites offer certification programs designed to test freelancers' skills and experience. These programs assess freelancers' knowledge and skills in specific areas, such as graphic design, content writing, or programming. Obtaining certification from reputable sites increases a freelancer's credibility and chances of winning high-paying projects.

4. Comments. Freelancer sites allow clients to leave reviews for freelancers after a project is completed. This feedback is a valuable learning tool for freelancers to understand their strengths and weaknesses. By analyzing customer feedback, freelancers can identify areas where additional training is needed and make the necessary adjustments to improve their skills [5].

5. Create a profile and portfolio. Freelance websites allow freelancers to showcase their work through profiles and portfolios. These profiles act as online resumes and portfolios that include freelancer skills and projects. By regularly updating and improving their profiles, freelancers can demonstrate their level of development [6].

6. Possibilities of training specialized personnel. Freelance sites often partner with industry experts and organizations to offer specialized training programs. These programs may cover specific topics, new technologies, or specific software tools. By participating in these training opportunities, freelancers can gain specialized knowledge and become competitive in their field. In short, freelancer sites are becoming a powerful platform not only for finding work, but also for training freelancers. Using the resources and collaborative learning opportunities available on these sites, freelancers can improve their skills, keep up with industry trends, and deliver cutting-edge projects for their clients. The use of freelancer platforms is effective in forming students' freelancer competencies.

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