

## PRESS RELEASE

### **Freelancing Jobs that Rose to the Top In The First Months Of 2018**

*Content remains king year over year in [Freelancer.com](https://www.freelancer.com)'s latest Fast 50 Report, while After Effects jobs recorded a massive increase indicating rising trends of illustrations and images on websites*

**Sydney, AUSTRALIA; April 26, 2018 - Content is very much still king in an year-over-year comparison, in response to Google algorithm updates. Blockchain, AI and User Data Protection after Facebook's/Cambridge Analytica scandal appear as the upcoming trends for 2018.**

[Freelancer.com](https://www.freelancer.com) Fast 50 Report charts the top 50 fastest growing and declining job types or most influential movements in the online labour market on a quarter-by-quarter basis, providing a continuous measure of job activity and trends in the online economy.

The convenience of freelancing jobs is the key reason why the number of freelancers is increasing every day. No doubt setting your own working schedule and premises is an incomparable luxury. However, freelancing market trends fluctuate faster than any other job category.

Such trends should not be analysed on a yearly basis, mainly because freelancing jobs can take a sharp turn in a matter of three months, or even less. Any job that has been among the top-sought opportunities at the start of a year could suffer a considerable drop in the second or third quarter of the same year. This is why freelancers need to keep almost a daily check on the rising and falling trends of freelancing jobs.

An analysis of more than **415,000** jobs posted in Q1 2018 reveals that there is a back-to-basics approach from SMEs using [Freelancer.com](https://www.freelancer.com) website. Such enterprises are turning to external support for core business functions and finding the answer in freelancers around the world.

*"The Freelancer Fast 50 data is the leading forward indicator of trends in online jobs related to industries, technologies, products, and companies. We see that year after year gig economy and gig workers are relentlessly evolving. Freelancing is a breeding ground for new and creative ideas which the modern corporate world is in search of. Big companies have realised how easy, powerful and productive it is to find skillful experts through freelancing",* said Freelancer.com Chief Executive Matt Barrie.

#### **Freelancing Jobs Directly Linked to Business**

Networking technology is important for companies. Jobs linked to **.NET** and **Web Content** jumped 58.4% in just one quarter—while 4,314 were posted in the last quarter of 2017, this



figure rose to 8,633 in the first quarter of 2018. Any good marketing strategy can turn out ineffective without accurate web content. Companies all around the world are struggling to build a strong customer relationship and one successful way is to choose proper and quality web content for their business portals.

Companies also need **Data Mining** and **Data Processing** as data works as the bone marrow of business. Calculation of sale purchase, customers' demands, and market conditions are all recorded data. The freelancing jobs concerning these two essential aspects of business are on a constant rise. The number of **Data Mining** jobs posted in the first quarter of 2018 grew 51.5% as compared to the last quarter of 2017, while **Data Processing** jobs increased 16.9% in the same period. On the other hand, **Data Entry** jobs also jumped from 24,903 in the last quarter of 2017 to 25,539 in Q1 2018 (up 2.6%). Companies need data entry specialists to confirm the accuracy, quality, and reliability of the data before taking any decision in critical business matters.

Another immense rise of freelancing jobs for companies is in **Javascript** and **C# Programming**. **Javascript** rose from 17,115 in the last quarter of 2017 to 27,228 in Q1 2018 leading to a remarkable 59.1% increase. **C# Programming** jobs rose from 5,505 in Q4 2017 to 8,926 in Q1 2018 hitting a record-high increase of 62.1%. Jobs for **Python** experts also rose 51.6% only in the first quarter of the year 2018. **React.js** and **Angular.js** are also gaining popularity—**Angular.js** linked jobs increased 63.5% in the first quarter of 2018 as compared to the last quarter of 2017 while **React.js** increased 17.5% year over year.

When it comes to marketing, companies invest in a number of services to increase online marketing. As a result, **Search Engine Marketing** got a rapid rise in the first quarter of 2018 with a 78.6% surge.

### **Freelancing Jobs Related to Designing and Web Development**

The demand for visual aesthetics and style has escalated immensely. Whether it is a website selling fashion products; or a business in the field of travelling, gadgets, food, gardening or even funeral services, they will surely need a designer. The aspects of style and colours are expanding to include more creative ideas. That is why the freelancing jobs which employ visual skills are incessantly increasing.

The topmost increase is witnessed in **After Effects** jobs. A record-high increase of 109.3% in freelance jobs in Q1 2018 indicates rising trends of illustrations and images on the websites. In 2017's last quarter only 3,052 jobs in **After Effects** were posted but in 1Q2018 they jumped to 6,388. **Illustrator** jobs witnessed a 80.7% increase in the same time span.

Projects are expanding in their fields. Today, every designer prefers working in 3D and freelance jobs in **3D Design** have taken a fast hike since the start of 2018. Total 7,106 jobs were posted in this first quarter versus 4,534 in the last quarter of 2017. This is a remarkable 56.7% increase. The last quarter of 2017 had 1,422 jobs posted in **Audio Services** but the demand increased to



2,465 in the following first quarter of 2018. **Audio Production** also witnessed an increase by 60%.

**CAD/CAM** has transformed the industry of designing products and manufacturing processes, leading to a higher demand from manufacturers and entrepreneurs. Job opportunities for CAD/CAM experts increased by 50.6 % in the first quarter of 2018 to 3,204 jobs. During the first quarter of 2018, **PCB Layout** freelancing jobs rose from 1,246 to 1,367 compared to Q4 2017.

**Adobe InDesign** jobs rose immensely and marked a record increase of 71.5% in Q1 2018 against 2017's last quarter. **Shopify Templates** and **Photoshop** also increased 15.3% and 16.3% respectively in 2018 as compared to 2017 and 35.2% and 40.8% when compared to Q4 2017 on its own.

### Freelance Writing Jobs

Writing is an everlasting skill. Writing jobs demand remains high in every season and **Article Rewriting** jobs increased by 51.1% in 2018. Similarly, **Editing** is never out of the market—where there are writing jobs, there is editing. That is why editing jobs were posted 27.16% more in Q1 2018 compared to Q4 2017.

Not surprisingly, the interest of companies in the **German language**—not a widely spoken language—is rising incessantly. Since Brexit (the exit of Britain from the European Union in June 23, 2016) Germany is luring the companies away from British Markets and very much turning into the focus of European business, or into the “European hub of innovation”. This is the point when the German language experienced an increase of 30% on freelancing jobs in 12 months after Brexit. The jobs related to German language translation for business marked a 37.0% increase in the first quarter of 2018 as compared to the past quarter and a 15.3% more jobs were posted year over year.

**US English** jobs won over **UK English** jobs by 4%. UK English jobs increased a 100% in Q1 2018, while **US English** jobs demand reached 103.5% as compared to the last quarter of 2017. As well as German, the raise in English language skills needs to be analysed under the umbrella of international companies from non-speaking English countries trying to attract individuals from developed countries.

**Legal** skills have a dynamic presence and everyone needs to read them. **Legal writing** jobs are also increasing to spread the awareness of laws and legal procedures. Jobs posted for legal writings were 49.2% more in Q1 2018. Throughout the year 2017, the demand kept growing and the total number of posted jobs reached 1,722 in Q1 2018.

### Some Jobs Lost Their Demand

**EBooks** have dropped in demand by 26% percent. As reported by a [Nielsen Survey](#), kids are developing an interest in print media and finding printed books more attractive. The joy of



reading a [paper book](#) is far more charming than an ebook on Kindle; they are easy to carry around and a pleasure to possess. Adults now prefer keeping a paper book edition next to their bed because it has many advantages over a digital version.

Many other freelancing jobs linked to design and software such as **Microsoft**, **CSS3** and **iOS Development** have shown a decrease in demand in the first quarter of 2018. Jobs involving **Google Plus** and **Product Descriptions** both fell 47 % in the first quarter of 2018.

Some designing jobs also have gone down in demand. **Label Design** and **App Design** jobs witnessed a 71.8% downfall in the first quarter of 2018 as compared to Q4 2017. *Are we witnessing a saturated market for Apps with over 2.8mm apps in Google Play and more than 2.2mm in the App store?* **Package Design** and **Industrial Design** jobs went down 66.5% and 67.2% respectively in the same time span. **Email Developer** jobs suffered a stronger blow as they decreased 87.2% in the first quarter of 2018 as compared to the last quarter of 2017, probably due to companies' search for customised products to bump sales. Personalized experience is becoming the key focus: creative technology and graphic designing are [winning](#) over traditional artistic style of designing.

### Upcoming Trends

With a phenomenal rally over 2017, Bitcoin together with other cryptocurrencies and the Blockchain have attracted several entrepreneurs trying to launch their own ICO and therefore posting related jobs in [Freelancer.com](#). Although commonly known due to cryptocurrencies, at its simplest, **Blockchain** (1,529 jobs posted in Q1 2018, up 58% compared to Q4 2017 with 965 jobs posted) is a database that keeps digital records of who owns what.

The blockchain is a foundational technology which is all about valuable transactions and the freelancing jobs linked to blockchain are assured to rise. There is every good and smart reason such as cheaper money transfer, automatic proof of work and many others for blockchain trend to surge and expand.

Digitally savvy entrepreneurs like Arthur and Kathleen Breitman are now using this technology to raise funds. Both ex-financial traders have become poster founders for Initial Coin Offerings, having raised a record of \$232m back in July. Tezos, they promised, was a new superior "decentralized blockchain". Essentially a blockchain that can evolve according to the will of its community reported [Wired](#).

But not only entrepreneurs are incurring into these trends. In the first half of the year, Goldman Sachs found the pace of investments in ICOs has overtaken traditional VC funding for early and seed stage funding for the first time. It's sweeping tech capitals beyond just the valley. And if you want to know just how big of an impact cryptocurrencies will have, listen to the words of the IMF's chief Christine Lagarde who recently admitted to the banking world: *"It may not be wise to dismiss virtual currencies. Instead, citizens may one day prefer virtual currencies."*



What can be the outcome of the new Facebook **Data privacy/Security** crisis? Cambridge Analytica got the personal data of Facebook users and apparently used it inappropriately, or at least not as it was expected to. The company is now taking steps to prevent data from being taken improperly from Facebook and this is not only going to be a wake-up call for Facebook but also for every company harboring data of its users on its website, which will be taking measures to protect it fully from being taken improperly. This is going to positively impact in freelancing jobs by creating more opportunities to work on these skills. Therefore, in Freelancer.com we are already evidencing an increase in jobs related to **"Security"** with an increase of 24% compared to Q4 2017, from 1,995 to 2,469<sup>1</sup>.

Finally, in [Freelancer.com](https://www.freelancer.com) we envision that **Artificial Intelligence** is going to contribute enormously in changing the labor scenery with the use of new technology, new products and services; either developed by SME or big enterprises. As stated by [Harvard Business Review](https://www.harvardbusinessreview.com), although AI is already in use in thousands of companies around the world, most big opportunities have not yet been tapped. The speed of dynamic of AI, once a specific task surpasses human performance, is phenomenal, while it's also easier and faster to spread out quickly. In terms of humans jobs, there will be the need to train and retrain people, creating educational content. AI ethicist is an example today and future tech progress holds more new job titles linked to AI. We have already evidenced an increase in Q4 2017, and still growing through Q1 2018, with a remarkable increase of 106% year over year.

The [Freelancer.com](https://www.freelancer.com) Fast 50 Report for Q1 2018 is below.

## Ends

### About Freelancer ®

Eleven-time Webby award-winning Freelancer.com is the world's largest freelancing and crowdsourcing marketplace by total number of users and jobs posted. More than 27 million registered users have posted over 12 million jobs and contests to date in over 1,000 areas as diverse as website development, logo design, marketing, copywriting, astrophysics, aerospace engineering and manufacturing.

Freelancer owns StartCon, Australia's largest startup conference, expo and entrepreneur community established in 2009, WarriorForum.com, the world's largest Internet marketing community & marketplace and Escrow.com, the world's largest provider of secure online escrow and online transaction management for consumers and businesses on the Internet. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN.

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<sup>1</sup> Jobs related to this were "Web Security", "Internet Security" and "Computer Security"



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**Freelancer.com's Fast 50 Report: The Fifty Fastest Moving Jobs in Q1 2018**

Jobs Posted Q4 2017 Vs Q1 2018			
Skills	2017 Q4	2018 Q1	Increase (%)
After Effects	3052	6388	109.30
English (US)	5200	10581	103.48
English (UK)	3556	7111	99.97
Illustrator	13905	25127	80.70
Search Engine Marketing	1335	2384	78.57
Adobe InDesign	1425	2444	71.50
System Admin	2506	4229	68.75
Algorithm	1596	2661	66.72
Audio Services	1488	2465	65.65
Angular.js	2591	4237	63.52



Objective C	1893	3071	62.22
C# Programming	5505	8926	62.14
Audio Production	1053	1691	60.58
Javascript	17115	27228	59.08
.NET	4314	6833	58.39
3D Design	4534	7106	56.72
Linux	5218	8005	53.41
Python	7100	10761	51.56
Data Mining	1942	2943	51.54
Arabic	1214	1838	51.40
Article Rewriting	8083	12216	51.13
CAD/CAM	2128	3204	50.56
Electronics	2205	3308	50.02
Legal	1154	1722	49.22
Arduino	1024	1522	48.63
Voice Artist	1118	683	-38.90
Leads	6104	3620	-40.69
Embedded Software	1013	582	-42.54
Microsoft Office	3118	1788	-42.65
Article Submission	1229	687	-44.10
Website Management	2108	1150	-45.44
Google Plus	2394	1263	-47.24
Product Descriptions	2761	1455	-47.30
Freelance	1616	826	-48.88
Drupal	1421	713	-49.82



Stationery Design	1454	722	-50.34
Reviews	1522	699	-54.07
Pinterest	2458	973	-60.41
Book Artist	1133	447	-60.54
App Developer	4944	1862	-62.33
Motion Graphics	1711	605	-64.64
Manufacturing	1459	510	-65.04
Package Design	1164	390	-66.49
Industrial Design	1104	362	-67.21
App Designer	2300	649	-71.78
Label Design	1092	308	-71.79
Shopping Carts	6124	1650	-73.05
Software Development	10929	2608	-76.13
Payroll	1324	306	-76.88
Email Developer	1726	221	-87.195

