

Report On
Freelancers vs. Full time Recruitment Challenges for a Fully-Remote Digital Media Company

By

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An internship report submitted to the Brac Business School (BBS) in partial fulfillment of
the requirements for the degree of
Masters of Business Administration

BRAC Business School
Brac University
June 2025

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Subject: Submission of MBA Internship Report on “**Freelancers vs. Full time Recruitment Challenges for a Fully-Remote Digital Media Company**”.

Dear Sir,

This is my pleasure to display my entry level position provide details regarding' “*Freelancers vs. Full time Recruitment Challenges for a Fully-Remote Digital Media Company (TYZ Media LLC)*”, which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in as significant a compact and comprehensive manner as possible incorporating data related to hiring, job types and other indicators.

I trust that the report will meet the desires.

Sincerely yours,

Mahiul Islam Sohan
22364085
BRAC Business School
BRAC University
Date: 19 October, 2025

Non-Disclosure Agreement

This agreement is made and entered into by and between TYZ MEDIA LLC and the undersigned student at Brac University, Mahiul Islam Sohan.

Executive Summary

Workplaces are evolving, so as the jobs. In this study we have explored the challenges and trends that keeps a digital media company rethink and reshape their job design adhering the freelancer vs full-time dilemma. We have explored the contemporary global trends and motivations behind a concurrent massive shift from full-time jobs to freelancing. Tried to find and explain the underlying reasons behind those motivations. Surprisingly we found more than financial freedom or autonomy. We tried to observe the impact of gig economy and social media allowed others to get influenced and set career track in this way. Our survey from the job applications helped us understand the situation deeply. We observed the co-relation between the factors affecting this full-time to freelance shift in creative industries. Of course this brings challenges to the founders, HR managers and business owners to rethink the job design. We have also explored the situation rapidly happening globally. Layoffs, hybrid designs are now common and we understood why the workspaces are evolving. In this study we have also recommended TYZ MEIDA on how to tackle the challenges.

Keywords: Remote Job; Freelancing; Shift from full-time; Hybrid job design; Hiring challenges; Motivations

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List of Acronyms

SEO	Search engine optimization
CMS	Content Management System
CRM	Customer Relationship Management
UGC	User-Generated Content
KPI	Key Performance Indicator
CTR	Click-Through Rate
CAC	Customer Acquisition Cost
VOD	Video On Demand

Glossary

Title Optimization	Writing titles that are relevant, searchable, and clickable.
Ghostwriting	Writing on behalf of someone else on social media platforms.
Thumbnails	Cover photo of a video.
Clickbait	Persuasive content to trigger click on something.
Long-Form	Videos that are more than 2 minutes and landscape in dimension.
Short form	Videos that are less than 1 minute and Portrait in dimension.
Impressions	How many times YouTube shows a video's thumbnail.
Average View Duration (AVD)	Average minutes watched per view.
YouTube SEO	Process of optimizing title, description, tags, thumbnails, and metadata for discovery.
Content Calendar	Schedule of video topics, publish dates and promotional plans.
Keyword Research	Finding the words/phrases users search for.
Creative Brief	Short doc that outlines video's goal, audience, assets, and deadline.
Revisions	Rounds of edits requested after a draft is delivered.
B-roll	Supplementary footage used to illustrate the topic.

Chapter 1

Overview of the internship

1.1 Student Information

Name: Mahiul Islam Sohan

ID: 22364085

Program & Major: MBA, Finance

1.2 Internship Information

1.2.1 About the internship

- o **Period:** 4 months
- o **Company Name:** TYZ MEDIA LLC
- o **Department:** Business Operations & Marketing
- o **Address:** 30 N Gould St Ste R, Sheridan, WY 82801, USA
- o **Job Type:** Remote

1.2.2 Internship Company Supervisor's Information:

- **Name of Supervisor:** Trophy Chakma, *Founder and CEO*
- **About the Supervisor:** Mr. Trophy is highly experienced in content marketing and content creator industry. He has been running several channels and services for more than 5 years. His expertise in client handling and sales is also crucial for the success of the company. He founded more than 4 services and co-partners some of the YouTube channels on Basketball sports.

1.2.3 About TYZ MEDIA LLC:

TYZ MEDIA LLC is a media company which has 3 primary concerns:

- **Vdify:** Vdify help founders, coaches, and consultants build a powerful personal brand through strategic video content that attracts clients, establishes authority, and drives long-term. It is a creative and digital agency for content creators in YouTube. One of the core services of Vdify is to provide a video editing support for both long and short-form videos and Reels on YouTube. Vdify.com is the website of this service.
 - o **Services:** Vdify's core services are
 - YouTube channel management
 - Video Editing (Both long and short form)
 - YouTube SEO
 - Content Strategy
 - Shorts & Reels production
 - Thumbnail design
 - LinkedIn Ghostwriting
 - o **Clients:** Mostly youtubers and creators who are in need of video editors, YouTube SEO and content management are the clients of Vdify.
 - o **Target Market:** Vdify targets professionals such as business coach, lawyer, accountants, fitness coach, relationship coach, business and financial consultants, etc who wants to do personal branding into content platforms.
 - o **Target Market 2:** Vdify also provides general digital marketing services to the US and Bangladeshi clients.
- **Pro Sport:** Pro Sport is a basketball and NBA focused ***YouTube channel*** that publishes relevant videos in every week. [Pro Sport's YouTube channel](#) has nearly 111,000+

subscribers. This channel mostly talks about the NBA legends and players with fine editing from various relevant podcasts, interviews and sports videos.

- o **Target Audience:** 30+ US Citizens who are interested in NBA and basketball.
- **TYZ MEDIA LLC:** Umbrell on the other two (Parent) but it has a separate vision. News, media activities are some core services of TYZ Media.

1.2.3 Job Scope

Internship roles & responsibilities:

Here are the roles and responsibilities I attended. Although it was an internship, I had to work in business operations management which is related to all the departments. zSo, this role was versatile and job role was diversified.

- Assisting in strategic marketing plan for the Vdify (a concern of the company) launch.
- Building ecommerce websites and landing pages for both clients and in-house marketing.
- Assisting and strategizing in the branding efforts for most of the concerns of the company.
- Supervising the designer, social media managers and video editors to regular follow up and meet the project deadline.
- Running recruitment for the organization, shortlisting candidates and arrange the interview with higher management.
- Managing the clients; explaining the projects to the team and succeeding the project.
- Assisting in budgeting for internal and client's budget.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

1.3.1.1 Key Projects

At TYZ MEDIA LLC, I have undergone several projects. Since I worked directly with the founders, I was involved in most of the projects-from inception to execution. Here are some notable projects that I can mention:

1. Website projects for all the concerns:

- o **In house website projects:** I have built 3 different websites. They were:
tyzmedia.com, vdify.com, theprosport.com

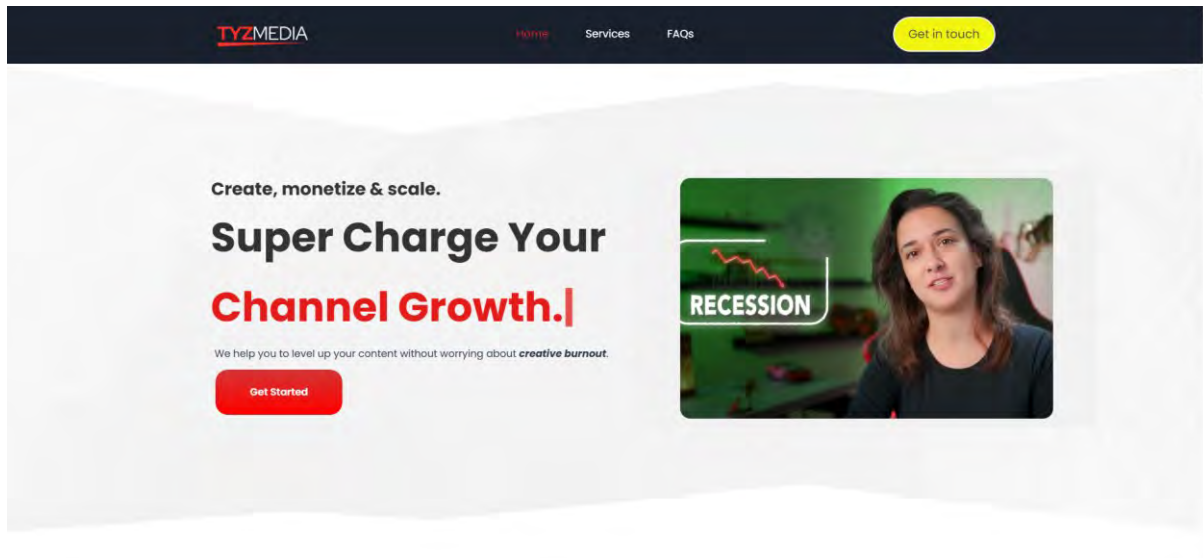


Figure 1 Website of tyzmedia.com

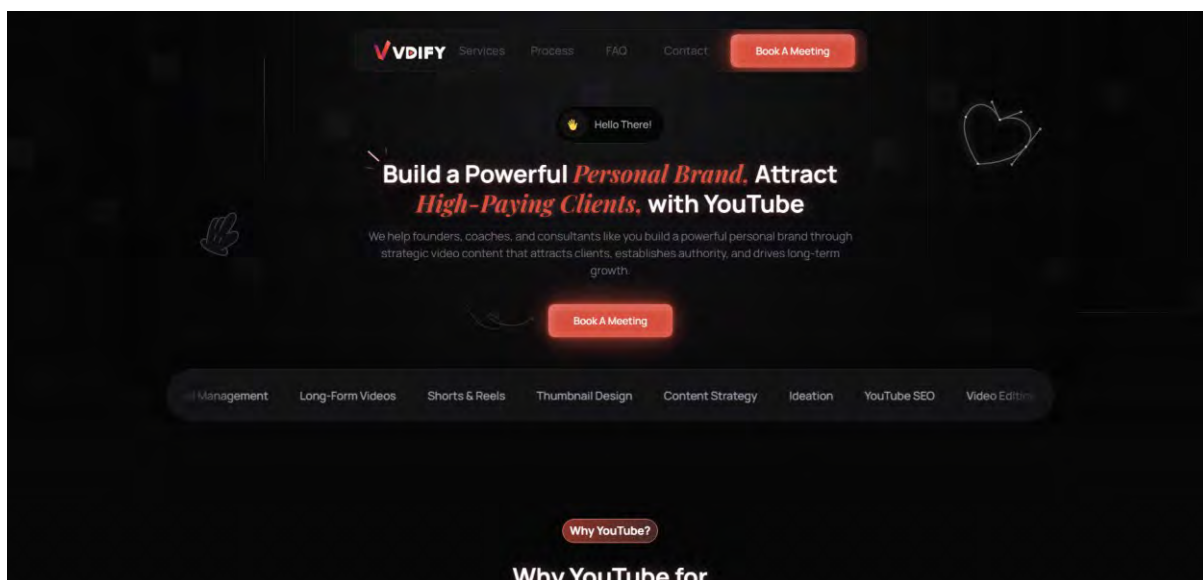


Figure 2 Website for vdify.com

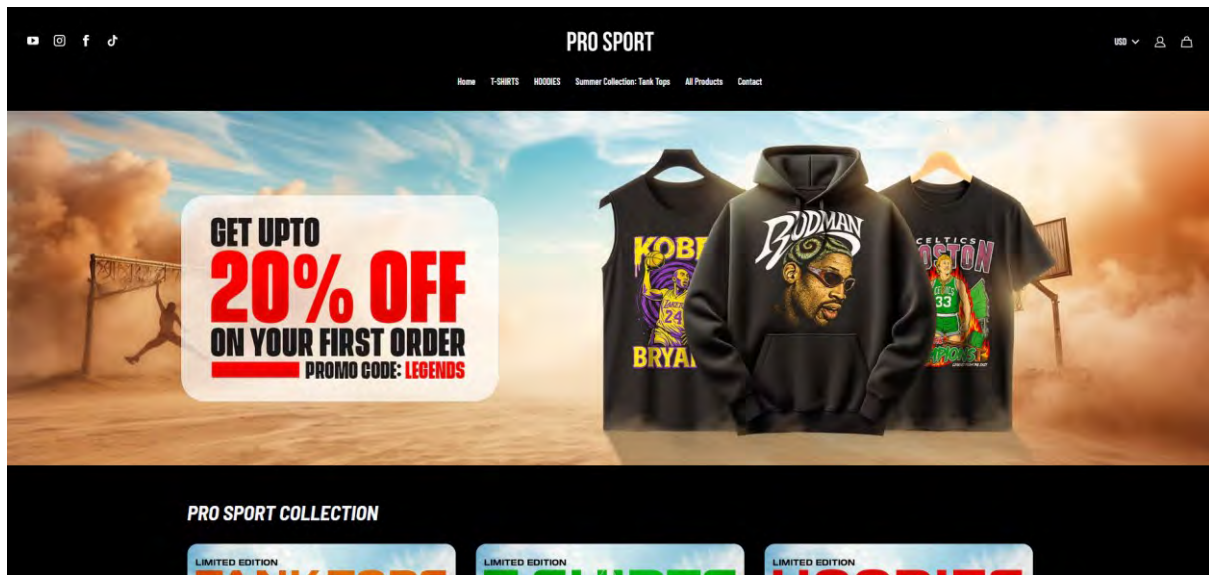


Figure 3 Website for theprosport.com

- o **Client's website projects:** I have also built an ecommerce site for one of Vdify's customers: empressoriginbd.com. This was a 3 months long project because of both technical side and content publishing such as designing website, setting up dashboard, optimizing website, content collection, content refining, image refining, product page optimization, basic SEO setup and publishing blog contents. This project was a big one and had a lot of learning opportunity for me as well.
- o **Client's digital marketing:** For the same client I was also involved in digital marketing campaigns. From strategic planning to execution with creatives and boosting in the meta platforms, I kept my mark.

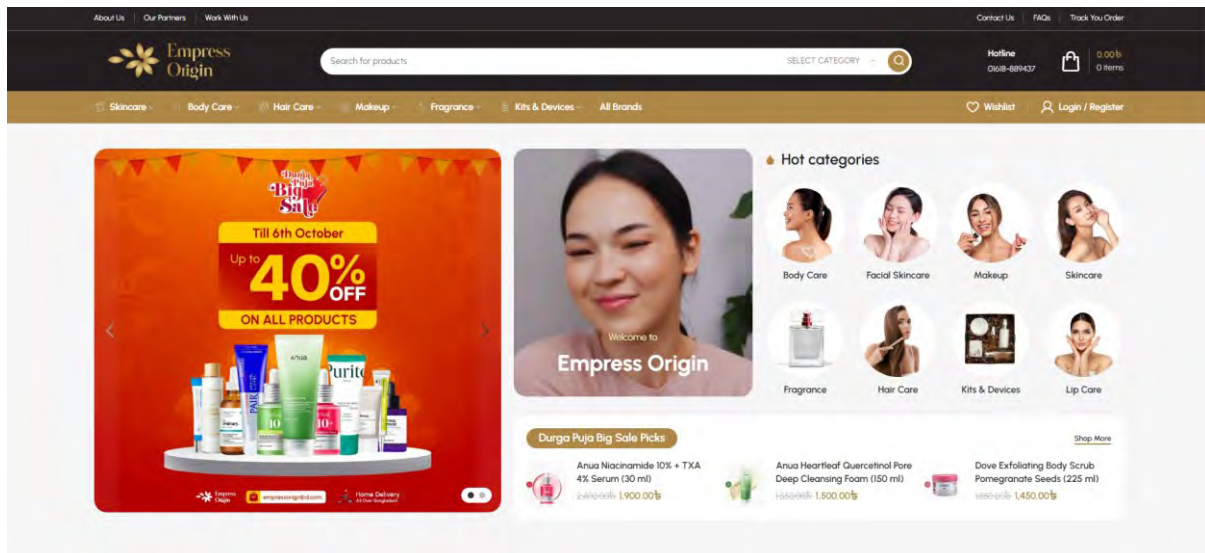


Figure 4 Website of *empressoriginbd.com*

2. Strategic Digital Marketing

- o **In-house tasks:** For Vdify and TYZ Media, I have done market research, crafted digital and social media marketing strategies and executed some of them. I have also designed paid marketing campaigns on Meta and google ads platform and achieved more than *100,000 impressions*.
- o **Client Work:** As a strategic planner I have done marketing research and strategic planning for one of our clients, Empress Origin, which is a Korean Skincare shop. It involved *social media marketing, influencer marketing, website promotions* and other campaigns.

3. Project Management:

Since the organization is very small and just starting up, it follows a lean system to keep track of daily tasks in a very organized manner to stay aligned with the greater vision.

- o **Project Management Tools:** On daily basis I have used Clickup app and notion for task management, task allocation, process management and reporting.
- o **Team Management:** I have supervised design, video editors and social media teams on regular basis.

4. Recruitment & HR Tasks:

- o **Recruitment:** I have run at least 5 recruitments which includes creating job description, creating social media posters for promoting the job, calling candidates for the interview, screening, taking assessment test of the candidates arranging final interview with the higher management. And finally selecting the most suitable employee by sending them offer letters.
- o **Human Resources Activities:** I have assisted higher management to consider public holidays for Bangladeshi employees. Also posted announcements regularly.

1.3.1.2 Daily Routine Tasks

TYZ Media is very systematic in terms of reporting and project completion. Everyday some specific tasks for every employee were:

- o Notifying the daily to-do list with the higher management
- o Reporting the daily completed tasks for clarity.

Since it is a remote job, the project and task ownership needed to be more carefully handled.

1.3.1.3 Research Work

Some of my notable research work involved the following:

- o Making a list of prospects: Collected the list from YouTube and LinkedIn
- o Making a library of potential C-level executives and founders who are mostly agency owners and media personality in the US (Lead generation tasks).
- o Researched competitive advertisements of skincare shops in Bangladesh.

1.3.2 Benefits to the students

- Massive learning opportunity
- Exposure to the international environment
- Greater language proficiency
- Use of ai and other tools
- Growth of technical skills
- Exposure to creative process
- Service launching experience

1.3.3 Problems and difficulties faced during the internship:

1. There isn't a very systematic internship orientation program. So, interns stay confused sometimes about the situation they are handling.
2. There are some issues with the creative process. While instructing a visualizer something, it's difficult to explain the visual idea altogether. Sometimes after my instructions higher management took it to its own hands and made things worse. It created instruction and design redundancy as well.
3. This company, like any other unknown companies are not as credible to the candidates. In Bangladesh this is a bitter sweet experience.
4. Over-Perfection of contents: This tendency is very common when the higher management is in-charge of graphics but they sometimes lack in up to date : information
5. Over-Promise to clients to get ahead of the competition put heavy workload on the employees.
6. Handling multiple projects with the small team loses focus on the flagship service "Vdifly". It's launched but not being able to bring reasonable revenue.

1.3.4 Recommendations for the company

1. The HR should make a proper internship program based on the department's intake.
2. Involving the visualizer from the beginning of the creative process can reduce the miscommunication in visual instructions. Thus, the visualizer will get the idea easily and execute accordingly and the process will become more efficient by reducing creative redundancy.
3. The company should invest more on employer branding. Have strong appearance in the social media.
4. Including the whole creative team in the creative process such as copy writing, visualizing etc. And have room for errors.
5. Stick with the SOW (Scope of work). Sometimes over-delivery requests from clients cannot be ignored but the requests can be redirected to other services offerings in low prices.
6. Prioritize the flagship service of the company "Vdify". Allocate more time and resources to run it more efficiently.

Chapter 2

Organization Part

2.1 Introduction

2.1.1 Background of TYZ MEDIA LLC

TYZ MEDIA LLC IS Founded in 2023. Initially it was a small agency of 2 people, the founders. They started it as video editing services for various content creators on YouTube, Facebook and Tiktok.

This industry already had huge potential when they were starting. Digital video content market was already \$214 billion in 2023 which is projected to reach a CAGR of \$574 billion in 2033 (Cognitive Market Research, 2025). Content marketing industry itself is projected to grow 14.75% globally (Mordor Intelligence, 2025).

So, TYZ MEDIA LLC finds a great opportunity to build a media company with different media wings involving content industry.

2.1.2 Mission

To craft meaningful stories that impact, wonderful experiences that last and create value that inspires people globally.

2.1.3 Vision

To be the umbrella of creative home where voices are heard, cultures are shaped for better and communities meet in a global media setting fostering sustainable content ecosystem.

2.2 Overview of the Company

2.2.1 Services

1. **Vdify:** www.vdify.com is a content marketing agency that helps founders, coaches, and consultants to build a powerful personal brand through strategic video content that attracts clients, establishes authority, and drives long-term.

Services of Vdify are:

- o Long-Short video editing:
 - o YouTube SEO
 - o Content ideation
 - o Content strategy
 - o Channel management
 - o Social media marketing strategy and execution (Normal creative agency jobs)
2. **Pro Sport:** <https://www.youtube.com/@ProSportBasketball>
 - o It's an YouTube channel so it works with various brands to promote their products in the video (Sponsorships)
 - o www.theprospport.com is a merchandise site with related products promoted in the Pro Sport YouTube videos.
 3. **Business Exclusives:** It's a news portal where contemporary business and tech news are available (bite sized). This is still under construction and isn't visible yet.

2.2.1 Departments

- **2.2.1.1 Marketing & Creative:** TYZ MEDIA LLC thrives on marketing communication activities. Social media and content marketing are strong suite since they work with creators. The main activities of marketing are:
 - o **Customer Acquisition:** This activity involves the process below:

- **Lead Collection:** Collecting list of suspects and prospects (Creators, from YouTube, LinkedIn and other social media.)
- **Contacting:** Converting the suspects into prospects by contacting via cold emailing, direct messaging and social media ads.
- **Response and Conversion:** Turing prospects into leads by getting responses and jumping into the discovery call. In this phase the **push marketing** happens when the website visitors from social media or google ads place request for Calendly meeting. Often leads are invited a short 15 min discovery call where Key Accounts Managers discuss about the solutions, they can provide the client.

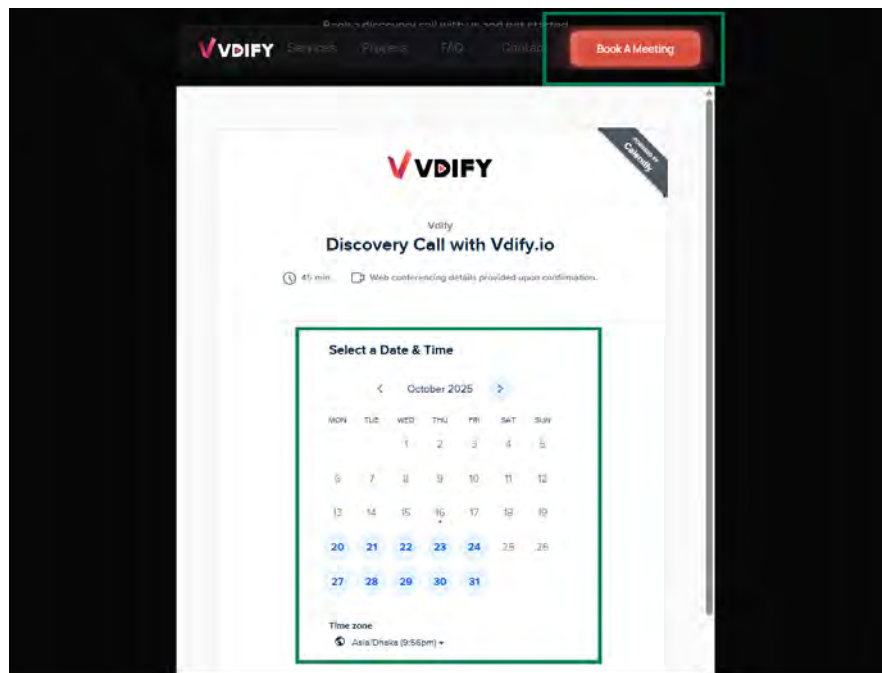


Figure 5 Meeting Booking Procedure for Vdify

- **2.2.1.2 Finance:** The finance department is handled by the founders. They manage investments, debt, financing (resource and time allocations). Since this is a private company, their accounts aren't available publicly.

- **2.2.1.3 Human Resources:** There isn't any separate HR or P&O department. The core HR functions are divided among the operations manager and the founders. Human Resources has four basic functions in this organization. They are:

- o **Recruitment & Selection:** Operations Manager carries out the recruitment process. Some basic activities are:

1. Job assessment
2. Preparing Job Descriptions
3. Prepare Job posts and social media creatives.
4. Contacting global and local job portals such as Behance, LinkedIn, BD Jobs, University career portals, social media (mostly Facebook) groups.



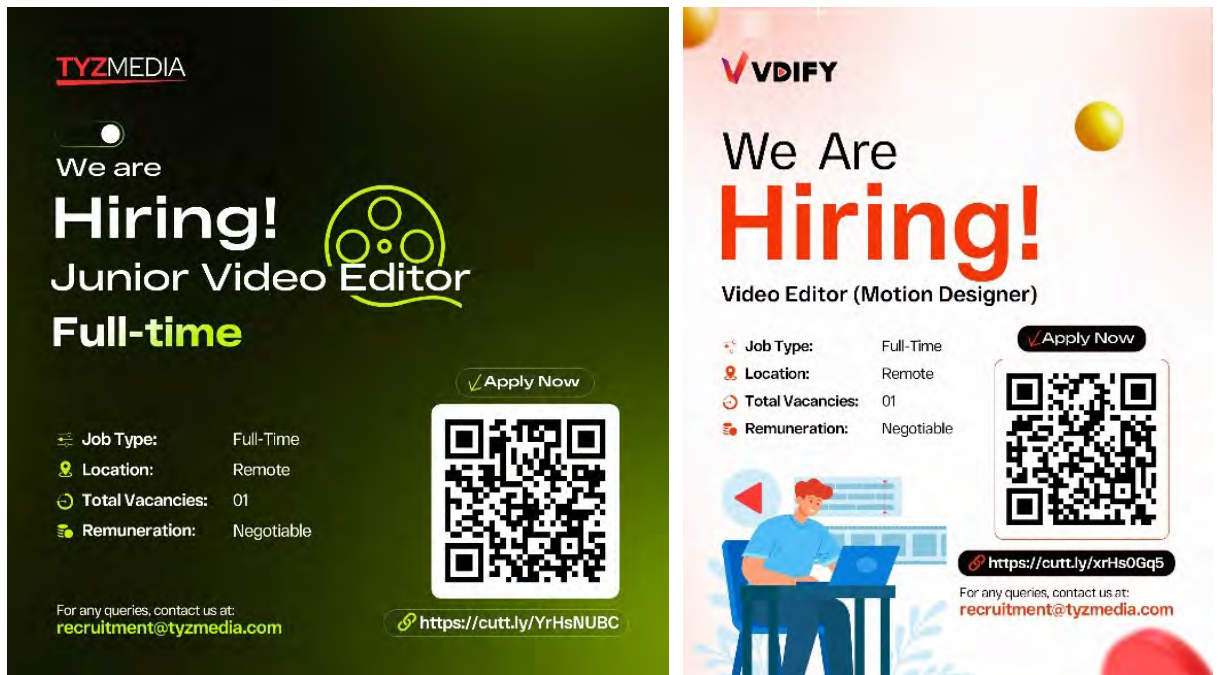


Figure 6 Example of some recruitment posters

5. Posting the jobs in social media and promoting the Job
6. Starting the selection process: *Initial Screening > Initial call to the selected candidates > Invite candidates to the assessment test > Select candidates for the final interview > Final interview > Paid Assessment > Negotiation.*
7. Final selection and orientation.
8. Contract signing and filling up employee information, bank information.

- o **Assessment Test:** I witnessed several types of assessment test so far. During my tenure most of the recruitments were for the creative and Operations team. Graphics designers are asked to design **YouTube Thumbnails** or social media posts. Video editors are given a **script** with specific instructions.

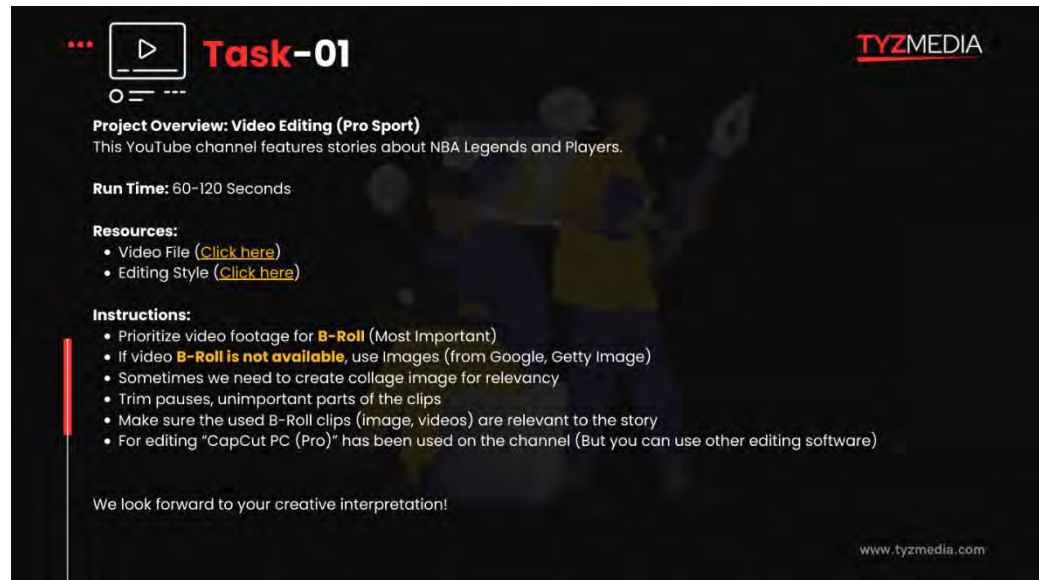


Figure 7 Sample of an Assessment Test of TYZ Media

- o **Training & Development:** After the selection process is done Training for the new recruits are done by the founder and operations manager. Training contents involve:
 - Organization policies and procedures.
 - SOPs and productivity tools.
- o **Talent Management:** Managing and retaining talents are one of the most crucial activities of HR. Because running a recruitment is very expensive and time consuming. So, proper recognition, competitive salary structure, festival bonus and timely training are common practice at TYZ Media LLC.
- o **Salary Disbursement:** This function is taken care by the founders. Usually by 1-5 of the months they disburse salaries quickly.
- **2.2.1.4 IT & Operations:** As a marketing and communications company TYZ MEDIA doesn't have any in-house Technology team. Instead, the Operations Manager manages

all the tools, websites and other apps they need to use. He is also responsible for tech support required by other employees.

2.3 Management Practices

- **Agile System:** The organization structure is flat, therefore “Agile” systems are practiced in the team. There are department and task owners who lead the tasks and take help from others.

Work Systems:

- o **Clickup** for agile tasks management and timings.
- o **Google Drive** for storage management.
- o **G-Suite** for email and office doc management it also includes Google Sheets, Google Docs, Google Slides and Gemini.
- o **ChatGPT Plus** for ideation, brainstorming, content management, problem solving and organizing.
- o **Framer, WordPress and Webflow** to manage websites and web contents.
- o **SQL & Python** for data management.
- **Decision Making:** The major decisions are taken after brainstorming and team meeting sessions.
 - o **Strategic decisions** are based on data, market trends and competitive analysis.
 - o **For managerial decisions:** Founders mostly take managerial decisions but they also involve mid-level managers’ and other employee’s feedback.
- **Reporting:** Although flat, designers and editors report to the founder. Operations manager keeps track of the assigned tasks regularly. They primarily use WhatsApp for communicating.

2.4 Industry and Competitive Analysis

2.7.1 SWOT Analysis

Strengths

- Highly efficient team can pull off projects very quickly.
- All-rounder skillset. Employees and founders have multiple skills to pull off any project.
- Clear vision and objectives by the founders.
- Agile work systems can produce faster results.
- Clear SOPs produce high quality service to the clients.
- Systematic approach and process innovation help the company to service better than others. Clients can see the servicing process and track them in the dashboard. So, deadlines are served better.

Weaknesses

- Extreme perfectionism sometimes slows the operations.
- Very small team structure.
- Brand isn't very popular yet as it just got started.
- Social media presence isn't very appealing.
- Not looking into freelancing sites for clients are another weakness of the team as they're missing out one major channel for clients.

Opportunities

- Creator economy is constantly growing so services offered by TYZ Media are very much sought after.
- Huge number of talents in this industry, so recruitment of good talent is not hard.
- Global prospects and clients.

Threats

- Huge number of successful competitors such as agencies, stand-alone service providers and freelancers are available.
- Client lifespan is very small; they switch services or try in-house after having some months of services.
- Low-ticket services with low quality agencies sometimes ruin reputation for good agencies.
- In the industry many talents have freelancing mindset, they aren't sometimes interested to be full-time, permanent employees.

2.7.2 Porter's 5 Forces Analysis

Threat of New Entrants: High

- Freelancers, stand-alone service providers and creative agencies can follow the same process to hunt clients.
- Low capital required to get started.
- TYZ Media itself is a new entrant.
- Brand reputation of TYZ Media in B2B market isn't strong yet.

Bargaining Power of Suppliers: Low

- Hiring freelancers for projects isn't very tough.
- International hires (western countries) are very costly, so focusing on Bangladesh, India and Pakistani market for talents for remote job is very lucrative for both the company and hires.

Bargaining Power of Buyers: High

- Because of high competitions, clients can negotiate or switch other service provider.

Threat of Substitutes: High

- Same as new entrants, the existing competitors such as freelancers, agencies and stand-alone service providers always try to hijack the clients with better offer.

Industry Rivalry:

- Freelancers, Design Agencies, creative agencies, and stand-alone service providers such as thumbnail makers, video editors and graphic designers trying to work with a contract are the main competitors of TYZ MEDIA, especially for the Vdify service. For Pro Sport, there are many popular basketball channels on the YouTube competing for the same audience.

2.5 Summary and Conclusions

TYZ Media LLC is an emerging media company with various concerns. From the beginning they are trying to be specific and clear on their vision and goal. Hence, they have built Media Agency targeting creators who are keen to build a personal brand online, a YouTube channel and merchandize business for basketball fans. They try to maintain international standers when it comes to organizational structure, policies and talent management. Recruitments are also done carefully to gather quality talents. The strategic and management practices are data and research driven. They also follow agile organization structure for managing team and task, hence they have an efficient and highly skilled personnels who can pull-off multiple project at once. Although as a new company they lack brand image in the very competitive market, they are thriving gradually in both agency and content business.

2.6 Recommendations

Here are some recommendations I would want to share.

- Sometimes the contents need to be perfect but should avoid perfectionism in internal operations to run the business more smoothly.
- Pace up the Vdify marketing activities for better client acquisition.
- Hiring process can be optimized and made faster.
- Avoid over-reliance on the freelancers for some projects.
- Allocate more time for brainstorming to avoid redundant or failed activities.
- Have a clear and consistent appraisal structure.

Chapter 3

Freelancers vs. Full time Recruitment Challenges for a Fully-Remote Digital Media Company

3.1 Introduction

A fully-remote digital media business often gets into recruitment challenges. In the world of gig-economy where freelancing is at the peak of all jobs, recruiters often find it more costly and un-reliable than having a full-time employee. Creative jobs are in the grasp of freelancers right now given there are so many platforms to offer them jobs. But this has become highly saturated since it offers more freedom and the dream of financial freedom. TYZ Media didn't experience anything different while running recruitment for several creative positions.

This research will find out the current job market scenarios, the motive and preference. What is contemporary situation of the role of money over job security or loyalty and how media companies are now designing hybrid jobs to acknowledge this shift because of the highly interesting gig-economy.

3.1.1 Background:

TYZ MEDIA LLC is an emerging digital media company aiming to build a solid team for the in-house and client servicing projects. Initially they planned for hiring full-time employees but the reality was different. The first job post of Graphics Designer reached to 500+ audiences in the application form there were one question, "whether the candidate is interested in full-time or freelance job". Most of the candidates went for freelance job. Meaning they don't want festival bonus, leaves and other benefits a full-time employee would get. This is a normal context in this industry.

Some companies are also laying off full-timers and instead locking into the gig-workers to save more benefit related expenses. But it has been done for the jobs which aren't of core-operations. For example, some organizations prefer freelance delivery people, freelance graphics designers. But how about the agencies and media companies to whom client projects and consistency are much more important?

This research aims to find out the benefit availing vs freedom choices of the worker's perspective and benefit giving vs cutting down expense's choices of the employers.

Although this is a serious matter for the employees and employers now but this research may not be able to find or deep dive into this matter due to lack of responses. The sample doesn't represent vast amount of people outside the media company. There are other limitations such as real interviews and qualitative discussions.

3.1.2 Objective of the Study:

- To find out hybrid and effective model for work system and employment type for media companies.
- To find out the motivations and preference behind choosing freelance over full-time.
- To understand the challenges in both full-time and freelance hiring.
- To understand productivity measures and implications in freelancing roles.
- To find out the most optimized practices for media companies, assess hybrid employment types.

3.1.3 Significance of the Study:

This study helps founders; human resources professionals and job seekers learn about the contemporary shift in job type preferences especially in creative jobs at digital media companies. When a founder has the insight of the job market, it's easier for him/her to design jobs and excel in the hires. HR professionals can also gain the similar benefits from this study. The creative job seekers can also have an idea and plan career according to the market trends. The purpose of this study isn't limited to just finding the market trend of job types, but also help businesses, professionals and job seekers to rethink the career and job design.

3.1.4 Limitations of the Study:

The limitations of this study are:

- This study is only focusing on creative jobs; it doesn't include the freelancing vs full-time situation in other areas.
- This study focuses on digital media and creator industry. The findings may have some general ideas about the creative jobs in most of the industries, but other than digital media it is not ideal. For example, print media, news portals, physical agencies, etc.
- This study is limited to Bangladesh only. Although globally creative jobs are becoming freelancing mostly, but this study does not guaranty any assumptive insights about the global situation.
- Data collections are done from the job application data and some general questionnaire. The sample size is very narrow in that sense.

3.2 Literature Review

Our businesses, jobs and personal lives We are on the peak of globalization. Internet is helping us evolve very fast and making us rethink, reshape and revise our career goals, lifestyle.

3.2.1 Global Gig-Economy and other trends

Worldwide we notice a huge surge in freelance and remote work in recent year. Especially after covid-19 remote jobs are becoming widely available. World bank report shows that online workforce is somewhere between 154 million to 435 million, and freelancers account for up to 12% of the global workforce (Datta et al., 2023). According to Statista in the US the number of freelancers increased by 90% between 2020-2024 (Statista, 2025). According to Mordor Intelligence, the freelance platform market will reach \$14 billion by 2029 (17% CAGR). The growth of platform compliments the estimated growth of freelancers worldwide. By end user, freelancers accounted for 52.38% of the freelance platforms market size in 2024; employer adoption is rising at an 18.29% CAGR through 2030 (Mordor Intelligence, 2025).

The global trend continues as the freelancers without permanent full-time jobs are rising. The growth of such workers went from 61% in 2021 to 71% in 2023 (Mordor Intelligence, 2025).

So, gig economy is reshaping hiring for recruiters and founders offering them instant access to global freelancers which helps them cut big chunk of fixed cost and run projects on variable costs (Eliza Easton, 2017).

3.2.2 Freelancing situation in businesses

SMEs are the biggest users of freelancers sharing 65.78% of the freelance platforms market size in 2024, whereas large enterprises have the fastest expansion at an 18.94% CAGR (Mordor Intelligence, 2025). Established businesses are adopting freelancers very fast. 48% of fortune

500 companies are using freelancing platform as of 2022 (The Business Research Company, 2025).

3.2.3 The freelancing mindset and motivations

In the US, Gen-Zs are about 30% of the entire labor force, their motivations are very different than their parents and millennials.

- **Skill acquisition:** Self learning is one of the key factors. The Ai revolution helps workers skill up by obtaining various courses. According to Upwork, 33% of Gen-Zs obtained an educational certification for Generative Ai compared to 31% millennials. (Upwork, 2025)
- **Emergence of Ai:** Efficient and easier work execution by Ai is another reason for some people to start freelancing. According to a study by fiverr Ai saves about 8 hours per week on average and there are 2.76 million freelancers in the US. It's equivalent to 10,748 full-time jobs. (Illuminas, 2024)
- **Freedom of place, age, race and gender:** 64% Gen-Z workers said they freelance because they can be themselves saving them from age, race, and gender expectations. Also, environment is a big motivator (Delavani & Linando, 2025).
- **Autonomy and Flexibility:** Freelance empowers people to take control of their time and lives. According to research conducted by McKinsey, 24.9% of 5,280 responses say that the primary motivation is non-attachment (Dua et al., 2022). Meaning more time flexibility and work autonomy.

3.3.3 Benefits of Freelancing oppose to full-time jobs

- **Better work-life balance:** Because of remote job setting, freelancers can work from anywhere and set their own work schedule. It makes their life much easier (Delavani & Linando, 2025). A typical 9-5 job may not be as freeing as freelancing most of the time.
- **Varied Projects:** Freelancers often like to have varied projects They skill up quickly and learn on-the job as well (Delavani & Linando, 2025).

3.3.4 Employer's Benefits:

- **Cost saving and :** Freelancers don't require long-term benefits.
- **Flexibility:** Businesses can open or cancel any project in short-term (*Dispatch - Riding the Dip*, 2024)
- **Avoid costly and wrong hires:** This is good news for HR; they can temporarily rely on freelancers to avoid any big and costly recruitment.

3.3.5 Employer's Problems and challenges:

- Project and work quality and **consistency** is very rare to find amongst the freelancers.
- **Institutional culture:** This way businesses may lack to create leaders.
- **Retention:** If freelancers don't want to work for long term, the recruiter may need to hire another freelancer but they may not be available when needed.

3.3.6 Cons of freelancing:

- **Risk of uncertainty:** Gig economy is unstable. Freelancers may not always get high-ticket clients or any clients at all. Having no job security at all can put them into severe economic crisis. They constantly seek for new projects (Henry et al., 2021).
- **No long-term benefits or packages:** Long-term benefits such as pension, bonus etc. aren't available in freelancing therefore freelancers highly rely on short-term contracts

(Skuad, 2024). They also don't have any legal protection, hence work amount and timing can be overwhelming (Henry et al., 2021).

- **Low earnings in creative jobs:** Lots of freelancers report low earnings in this field (Henry et al., 2021)

Freelancing in Bangladesh (in creative field)

Bangladesh is a global freelancing hotspot. In 2023, more than \$650,000 freelancers brought \$1 Billion (Joseph B. Fuller, 2022). According to the daily star Bangladesh estimated to have 1.05 million (Choudhury, 2023). After India, Bangladesh is the 2nd largest freelancer supplying country (Choudhury, 2023). In Bangladesh dollar is very strong and freelancing bring foreign money into the country hence freelancing is shown positively among the netizens (Naim, 2025).

According to British Council, Bangladeshi creative agencies struggle to attract and train employees because of skill gaps, low local demands. Despite having more than 60% freelancers in Bangladesh work in creative industry, it's tough for firms to find good skilled resources (British Council, 2024).

Flexible Hybrid Employment Models:

Studies suggest that core-flex approach can help businesses retain more full-time employees and fill the gap with freelancers (Delavani & Linando, 2025). In this situation, there is no alternative than upskilling employees. This way they will remain more loyal.

3.3 Methodology

This research uses both qualitative and quantitative methodology. For quantitative research I gathered numerical data through a job application form I used both primary and secondary sources for this study.

3.3.1 Data Collection Method

Data Collection procedure includes distributing **Clickup** forms in various job-related Facebook groups. Job postings in university job portals.

- **The primary research include:** Job application forms, questionnaire and interview. 48 responses are collected directly from job applications. Graphics Designing and Senior Video Editor applicants' data were analyzed.

Interview questions were asked to the candidates who got selected to the initial interview session.

- **Secondary sources:** Research journals, statistics, trusted news portals, news articles, magazines.

Data Preparation: Responses were collected and only relevant questions were added in this research.

3.3.2 Research Questionnaire

Here are the questions asked to the job applicants. I am only including relevant questions to this research.

1. Do you have any remote job experience?
2. Current Location, outside Bangladesh or Inside Bangladesh.

3. How soon can you start working with us?
4. What is your work experience?
5. Select the type of job you are interested in (Full-Time/Freelancer).
6. What is your current job status?

3.4 Findings and Analysis

3.4.1 Answer to the questionnaire

Here are the findings from research questions shown using pie chart.

Question 1: Do you have any remote job experience?

Total Responses	Yes	No
47	40	7

Table 1 Response 1: Remote Job Experience

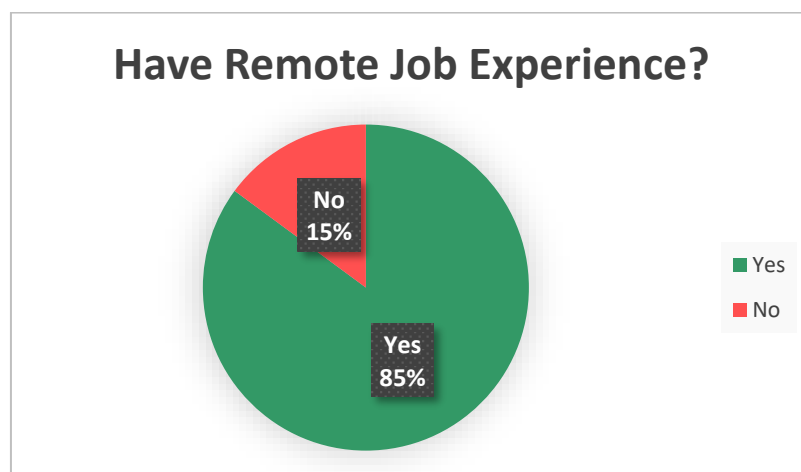


Figure 8 Response 1: Remote Job Experience

Question 2: Current Location, outside Bangladesh or Inside Bangladesh?

Total Responses	Inside Bangladesh	Outside Bangladesh
47	44	3

Table 2 Response 2: Responder's Country

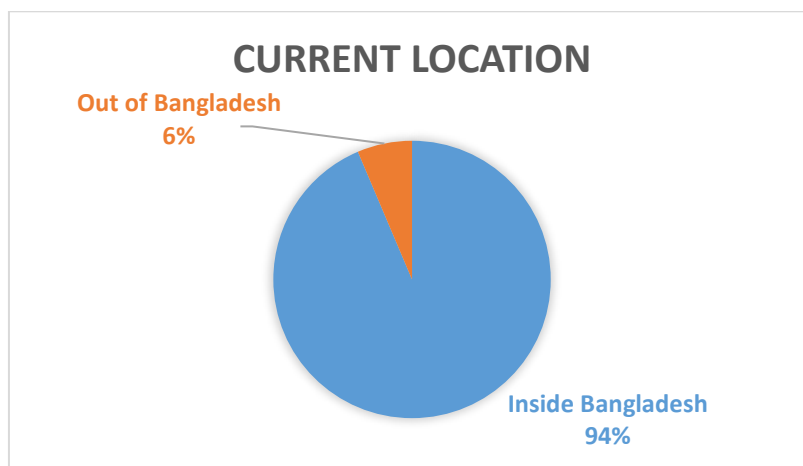


Figure 9 Response 2: Responder's Country

Question 3: How soon can you start working with us?

Total Responses	Immediately	2 Weeks to 1 Month
47	32	15

Table 3 Response 3: When the candidate can start working

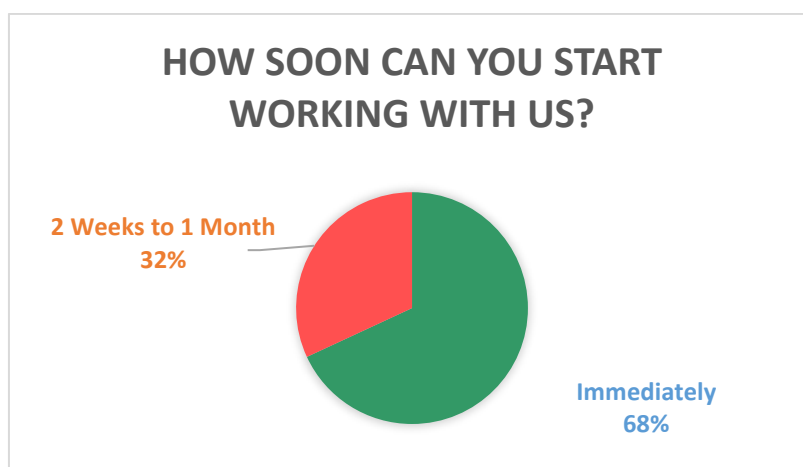


Figure 10 Response 3: When the candidate can start working

Question 4: What is your work experience?

Total Responses	0-1 Year	1-2 Years	2-5 Years	6+ Years
47	10	4	32	1

Table 4 Response 4: Candidate's Work Experience

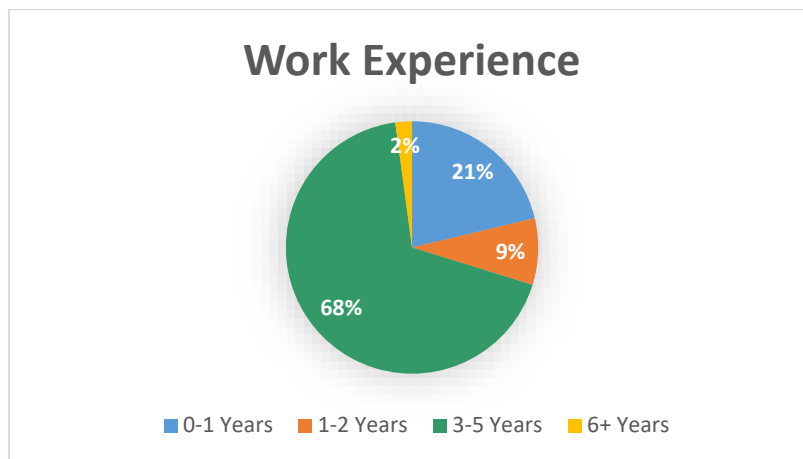


Figure 11 Response 4: Candidate's Work Experience

Question 5: Select the type of job you are interested in?

Total Responses	Freelance	Full-time
47	33	14

Table 5 Response 5: Type of job candidates are interested in

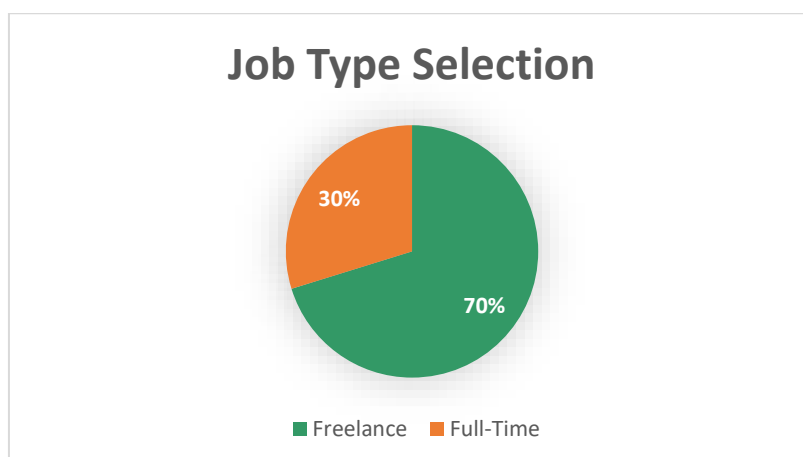


Figure 12 Response 5: Type of job candidates are interested in

Question 6: 1. What is your current job status?

Total Responses	Freelance	Full-Time	Part-Time	Unemployed
47	15	23	3	6

Table 6 Response 6: Candidate's current job status

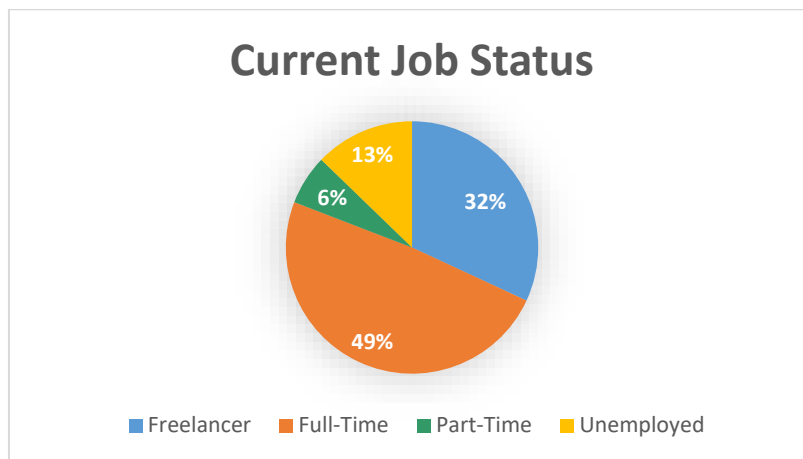


Figure 13 Response 6: Candidate's Job Status

3.4.2 Findings

This survey on job candidates shows the current situation in creative job market. Most of the candidates are from Bangladesh (**94%**) which is a good sample size to analyze the creative market situations currently.

- **Remote Job experiences are common:** We observe, in this survey **40% of candidates** had **prior remote job experience**. It means remote jobs in this market are now very popular.
- **Job seeking and switching is swifter than ever:** **68% of the candidates** can join immediately. It co-relates to the other data such as currently **32% are doing full-time** and **49% job holders are freelancers**. This indicate that if the job format is remote and project based, full-timers can also join.

- **Full-time to freelance shift is increasing: 49% full-time** job holders want to switch to freelancing job as **70% of the candidates** want to switch to freelancers. Although 32% candidates are freelancers, but this number is significant.
- **Skill matter more than educational qualification in creative industry: 68% candidates** have **3-5 years of experience**. We have another data about their educational qualification. We found **44% are below undergraduate level**, meaning they have started doing freelancing or full-time entirely on the basis of skill, not institutional education. Also, most of them has acquired 3-5 years of experience and solid portfolios. It indicates, among new generation online learning and self-learning is an important channel to skill up early on.

3.5 Summary and Conclusion

The primary findings of the survey complement the findings in the literature review. Graphics designers and video editors are dominant forces in freelancing. In Bangladesh this is not different. From the literature review we found out about the primary motivations that play huge role in deciding the career goals and future decisions. We found the global scenarios where ***financial freedom*** and ***digital nomad*** idea are very common. Although in Bangladesh most of supporting family and livelihood are high priority for some freelancers, but earning money and living an autonomous life are also primary reasons for others to choose freelancing in general.

Creative business owners, HRs are introducing more flexible work systems catering to more hybrid and remote friendly environment. The primary challenge for them is to maintain the quality, efficiency and deadlines. In creative field freelancers are very professional worldwide. But Bangladesh is still need to improve more in-terms of quality and professionalism. It will

pave the way for Bangladeshi corporates to rethink the rigid work-systems and shift to hybrid systems when it becomes more reliable and work of freelancers are more credible.

3.6 Recommendations

My recommendations to TYZ MEDIA LLC are shown below.

- **Design hybrid jobs:** Hybrid jobs can do well for video editing posts. This may attract both the freelancers and full-timers. Hybrid job example: Currently freelancers work project basis, for each video they have a minimum amount of charge. But the hybrid job will have a fixed payment for every month like full-time. For example, 4 Long-form videos and 30 short form videos can be a threshold. Then if the editor can take more projects, will be paid per project basis.
- **Use freelancing platforms to get better talents and retain them:** Currently TYZ Media isn't using freelancing platforms like Upwork or Fiverr to complete projects.
- **Use international job portals for high level creative talents:** This will increase organizational credibility. Behance and LinkedIn are good platforms to hire better talents.
- **Do regular appraisal for talent management:** Regular appraisals are required.
- **Keep core business role full-time:** Core business team should not be freelance, although in creative field a lot of project managers and operations managers are available.
- **Introduce the agile work system to the freelancers and give them good working environment:** Freelancers work autonomously but a good work system can make good freelancers work for longer period. The turn-over will reduce as well as the efforts for finding good freelancers will get reduced.

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Appendix A.

Primary Research: Job Application Form links:

1. Senior Video Editor Motion Graphics Designer: <https://cutt.ly/PrygdxpB>



Senior Video Editor/Motion Graphic Designer @VDIFY (TYZ MEDIA LLC)

Position: Senior Video Editor/Motiongraphic Designer

Location: Remote (Global) | **Expected Experience:** 3+ Years | **Salary:** Competitive, Based on Skill & Experience

About Us:
Vdify is a concern of an US based digital media company, TYZ Media LLC. At Vdify we empower founders, coaches, and consultants to build magnetic personal brands through strategic video content. Our mission is to help them attract ideal clients, establish industry authority, and drive sustainable growth. If you're passionate about blending creativity with strategy to elevate brands, join our team!

Visit Vdify's Website: www.vdify.io

Find the Full JD: [Click Here](#)

Basic Information

Full Name*

☐ **Email Address***

Phone Number (WhatsApp)*



2. Senior Visualizer: <https://cutt.ly/QrygdLVi>

Job Related Information

 Select the type of job you are interested in*

Select option...

If you have selected "Full Time" option, Put Your Salary Expectation (USD/Local Currency)

Enter text

If you have selected "Freelance" option, How much do you charge for per static content? (USD/Local Currency)

Enter text

What is your current job status?*

Select option...

If you have selected "Other" in last question please specify here.

Enter text

How many years of experience do you have in graphic design and visual branding?*

Please select the relevant experience

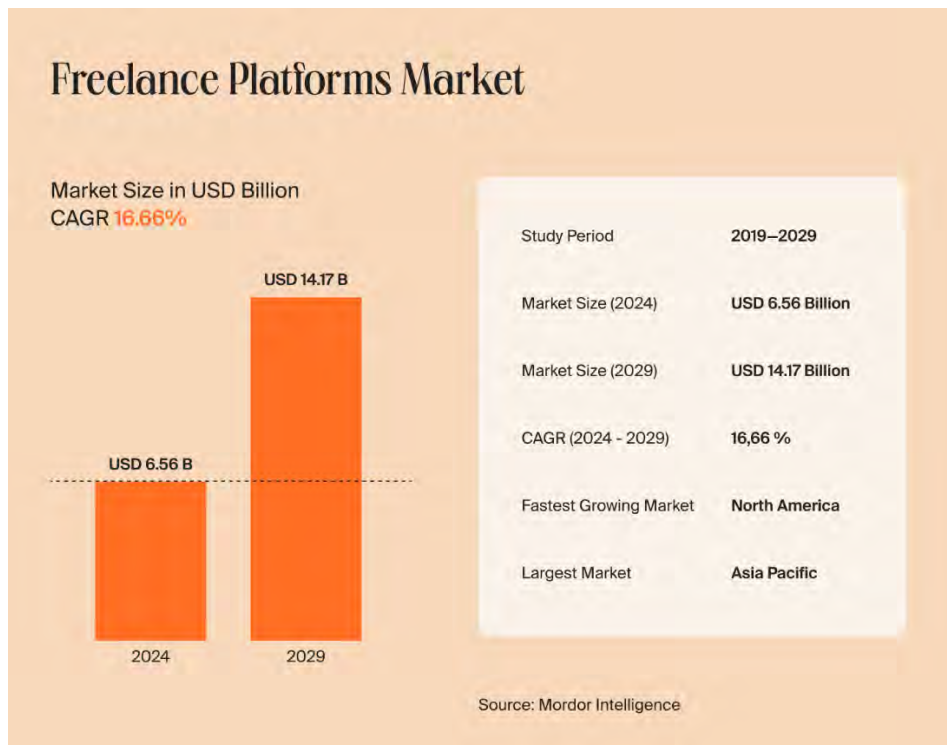
Select option...

Which tools/software are you most proficient in?*

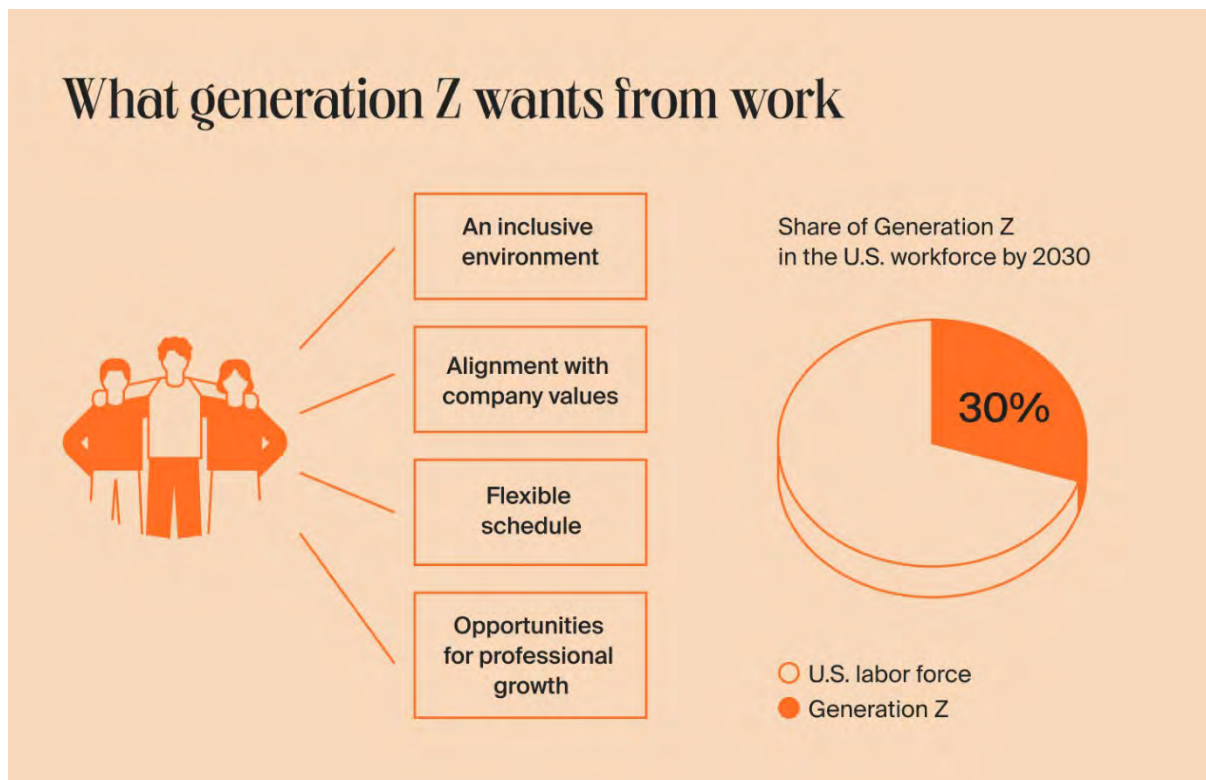
Select option...

Appendix B.

1. Freelance Platform's Performance Market



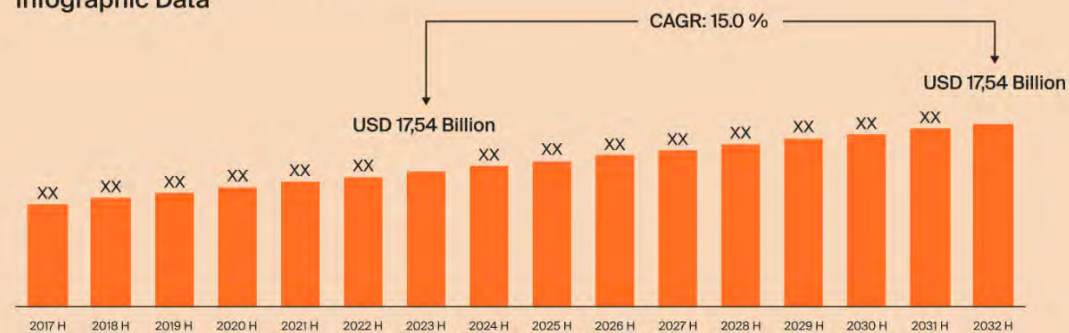
2. Motivations for Gen-Z



3. Freelance Management System Outlook

Freelance Management System Market Market Outlook 2024–2032

Global Market Size Forecast
and Y-o-Y Growth 2023 to 2032
Infographic Data



Key Players

- Figure represents the **global market size** and forecast from **2024–2032**
- Year 2017–2022 are historic years, 2023 is base/actual year and forecast provided from 2024–2032

Source: Dataintelo