PRACTICAL APPLICATIONS OF SELF-BRANDING STRATEGIES IN THE UZBEK FREELANCE MARKET

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Abstract: *This paper explores practical approaches to self-branding in the context of the growing freelance market in Uzbekistan. As the digital economy expands, freelancers increasingly need to differentiate themselves through strategic identity construction. This research identifies key self-branding techniques used by successful Uzbek freelancers and examines their effectiveness in both local and international markets.*

Keywords: *self-branding, freelance market, Uzbekistan, digital economy, professional identity*

Methodology: A mixed-method approach was employed, combining qualitative interviews with 20 experienced freelancers and quantitative analysis of 50 freelancer profiles. Interview data were thematically analyzed to extract common branding strategies, while profile data were examined for structural and linguistic features that enhance visibility.

Results & Discussion: The study identifies four primary strategies: (1) professional storytelling, (2) skills framing through metaphorical language, (3) visual branding using culturally relevant imagery, and (4) strategic networking on digital platforms. Findings show that freelancers who integrate these strategies tend to attract more clients and command higher rates. The discussion highlights the importance of balancing authenticity with market expectations.

Conclusion: Effective self-branding in the Uzbek freelance market requires a combination of linguistic, visual, and networking strategies. Integrating culturally sensitive elements while meeting international standards can significantly enhance market success for freelancers.

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