

PetPal: Healthy Paws Challenge

meowtivationhub

PRESENTED BY AERON JOHN PEÑONES



Project Overview (Day 1 Summary)

CONTENT:

- Client: PetPal (Pet Wellness Industry)
- Goal: Launch Healthy Paws Challenge – a gamified community wellness campaign
- Core Tools: AI workflows, ClickUp, Canva, GitHub, Vercel

MILESTONES:

- Project Setup
- Campaign Ideation
- Campaign Launch
- Campaign Wrap-Up

ROLES PERFORMED: (ALL PERFORMED BY AERON)

- PM, Creative Lead, Content Strategist, Data Analyst, Community Manager, Tech Specialist

Market & Audience Insights

PET WELLNESS OPPORTUNITIES

The pet wellness industry is booming, especially among Millennials and Gen Z.

Key insights include:

- Rising pet ownership in the Philippines
- Trends: pet humanization, preventive care
- Audience: Responsible Pet Parents, aged 25–45
- Pain points: conflicting advice

Timeline of Events

OBJECTIVES	THEMES	VISUALS	APPROVALS	LAUNCH PREP
Define goals and KPIs for the campaign.	Establish themes and messaging for engagement.	Create visuals, templates, and UGC guides.	Finalize all content for campaign materials.	Prepare for the official campaign launch day.

This is the official landing page of **AI Powered Freelancing Capstone** project made by
Aeron John Penones.

Choose the day below to view the behind-the-scenes details and all necessary files for this project.

 **Day 1: Project Setup**

 **Day 2: Market & Audience Research**

 **Day 3: Campaign Strategy & Calendar**

 **Day 4: Branding & Visual Identity**

 **Day 5: Copywriting & Messaging**

 **Day 6: Multimedia Content Creation**

 **Day 7: Content Scheduling & Preview**

 **Day 8: Analytics & Reporting**

 **Day 9: Final Presentation Deck**

 **Day 10: Presentation & Reflection**

https://aeronjetrainings.vercel.app/ai_powered_freelancing_capstone

Brand Kit and Visual Identity Overview



LOGO

Represents the brand's friendly pet-focused mission.

COLORS

Evokes warmth and trust in pet wellness.

TYPOGRAPHY

Conveys clarity and modernity in communications.

Multimedia content

meowtivationhub.vercel.app

PetPal | meowtivationhub

Your advocacy partner for pet care.

Like Comment

★ Repo stars earned: 2

aeronje

> sooo kitties and very nice! It is also informative.. thank you

maloucatapang

sooo kitties and very nice! It is also informative..

aeronje

> cute kitties Of course they are cute.

mobiledropbox

cute kitties

Authored and developed by aeronje

Watch reel for more information..

Digital creator page

<https://meowtivationhub.vercel.app/>

Client monitoring dashboard

P PetPal Wellness Campaign 2025

Home

Inbox

Replies

Assigned Comments

My Tasks

More

Favorites

Click ⌘ to add favorites to your sidebar.

Spaces

All Tasks - PetPal Wellness Camp...

Space

PetPal Wellness Campa... ⋮ +

Project Context

List

New Space

Channels

Welcome

Gen... - PetPal Wellness Campa...

Add Channel

Direct Messages

aeron john penones

Mobile Dropbox — You

New message

Customize Sidebar

Search Ctrl K

Add Channel Overview List Board Dashboard

Filters

Refreshed: 26 mins ago Auto refresh: On Schedule report Customize Add card

Effort Analytics

Here is a comprehensive data analytics report for all PDF files found in the Project Context folder of PetPal Wellness Campaign 2025. Each file is rated for effort on a scale of 1-10, both from a personal (individual) and enterprise (organizational) perspective, with concise reasoning for each.

1. capstone_day1_penones.pdf

✓ capstone_day1_penones COMPLETE A

- Personal Effort Level: 9/10

Reasoning: The document shows strong initiative and ownership, with one person (Aeron John Penones) handling all roles—project manager, creative lead, strategist, analyst, coordinator, and technical specialist. The setup is detailed, milestones are clear, and the campaign is well-structured.

- Enterprise Effort Level: 5/10

Reasoning: While the structure is solid, the execution is solo. For an enterprise, this would be considered under-resourced and lacking in collaborative depth, but the documentation and planning are above average for a single contributor.

2. capstone_day2_penones.pdf

✓ capstone_day2_penones COMPLETE A

Workload by Status

A horizontal bar chart titled "Workload by Status" showing the distribution of tasks across a scale from 0 to 100. The chart consists of two bars: a shorter purple bar extending to approximately 18, and a longer green bar extending to 100. The x-axis is labeled "Tasks" with major tick marks at 0, 20, 40, 60, 80, and 100.

In Progress

2 tasks

Completed

9 tasks

Multimedia content analytics

Engagement analytics of meowtivationhub

Total Stars ★ 2

Total Comments 3

Comments per date

A line chart titled "Engagement analytics of meowtivationhub" showing comments per date. The y-axis ranges from 1.30 to 2.00. The x-axis represents dates, though not explicitly labeled. A single data point is plotted at the start of the timeline, showing a value of 2.00.



Questions?

Thank you so much!

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