

## Capstoner Project: AI-Powered Campaign for Freelancers

Duration: 10 Days

Mode: Individual

Theme: Create and launch a digital campaign using AI tools for every stage, from planning to reporting.

### Project Goal

The Capstoner Project simulates a real freelance assignment where participants must conceptualize, plan, design, and present a digital marketing campaign using AI-powered tools and workflows.

By completing this 10-day challenge, you will demonstrate your ability to:

- Apply AI tools across the entire freelancing workflow
- Manage a project efficiently using ClickUp
- Combine creativity, data, and technology in delivering client-ready outputs
- Communicate your process and insights effectively in a professional presentation

### Scenario

You are a freelance marketing team hired to plan and launch a short-term campaign for a fictional client. The goal is to design a campaign that showcases your creative and technical use of AI — from idea generation to client reporting.

Choose one fictional client or create your own:

Client	Industry	Campaign Goal
EcoSpark	Sustainability	Launch “Go Green 2025” awareness campaign
SkillUp PH	Online learning	Promote “AI for Everyone” digital course
PetPal	Pet wellness	Run “Healthy Paws Challenge”
BrewTech Café	Smart coffee tech	Launch new smart coffee machine
LuxeWear	Fashion	Introduce AI-designed collection

## Project Requirements

1. Use ClickUp to organize and manage your project workflow.
2. Apply all AI tools discussed during the training, and you may use additional AI tools you are familiar with.
3. Submit all daily outputs and the final deliverables.
4. Present your project on Day 10 with a campaign pitch deck and reflection report.

## 10-Day Work Plan

### Day 1: Project Setup

Create your ClickUp workspace. Set project title, goals, milestones, and team roles. Brainstorm at least three campaign ideas using AI. Choose one concept and finalize the campaign title and goal.

Deliverable: Project overview document and ClickUp workspace link.

### Day 2: Market & Audience Research

Conduct market and audience research using AI. Identify key trends, competitors, and potential customer personas. Summarize your findings in a 2–3 page report.

Deliverable: Market Research Report.

### Day 3: Campaign Strategy & Calendar

Define campaign objectives, target channels, and performance indicators. Develop a content calendar covering the whole campaign period.

Deliverable: Campaign Strategy Document + Content Calendar.

### Day 4: Branding & Visual Identity

Design your brand kit, including logo, color palette, typography, and moodboard. Generate initial visual concepts for your campaign.

Deliverable: Brand Kit + 3 sample visuals.

### Day 5: Copywriting & Messaging

Create campaign slogans, taglines, captions, and short-form content. Ensure all messages fit your campaign tone and goals.

Deliverable: Copy set for three platforms (e.g., Facebook, Instagram, LinkedIn).

### Day 6: Multimedia Content Creation

Produce one short multimedia material (e.g., video, animated post, or carousel). Use AI tools to enhance visuals, text, or narration.

Deliverable: Multimedia Content File (30–60 seconds or equivalent).

### Day 7: Content Scheduling & Preview

Simulate how you would schedule and release your campaign materials. Create a mock-up of your social media layout or posting sequence.

Deliverable: Screenshot or document showing scheduled or previewed posts.

### Day 8: Analytics & Reporting

Prepare a simulated analytics report with performance projections. Use AI to generate insights and recommendations.

Deliverable: Client Analytics Report (1–2 pages).

### Day 9: Final Presentation Deck

Compile all outputs into a professional campaign deck. Summarize your process, key results, and AI tools applied.

Deliverable: Campaign Presentation Deck.

### Day 10: Presentation & Reflection

Present your campaign to trainers or peers (10-minute presentation). Write a short reflection answering:

1. How did AI help you complete the project?
2. What challenges did you encounter?
3. How can AI improve your freelancing career?

Deliverable: Final Presentation + Reflection Paper (500–700 words).

### Final Submission Package

At the end of Day 10, submit all materials in your ClickUp workspace:

- Project Overview
- Market Research Report
- Campaign Strategy & Calendar
- Brand Kit & Visual Samples
- Copywriting Set
- Multimedia Content
- Post Scheduling Proof
- Analytics Report
- Final Campaign Deck
- Reflection Paper

### Evaluation Rubric (100 Points Total)

Category	Criteria	Points
Project Planning & Organization	Clear ClickUp setup, structure, and milestones	10
Research & Strategy	Depth of analysis and alignment with goals	15

Branding & Visual Creativity	Cohesive visuals and originality	15
Copywriting & Messaging	Persuasive, relevant, and audience-targeted	10
AI Integration	Variety and effectiveness of AI applications	20
Multimedia & Presentation Quality	Professionalism and creativity in materials	10
Analytics & Reporting	Data-driven insights and clarity	10
Reflection & Learning	Self-assessment and understanding of AI's value	10

### Expected Outcomes

By the end of the Capstoner Project, participants will:

- Demonstrate end-to-end freelancing project management skills.
- Apply AI tools strategically across creative and technical tasks.
- Deliver a professional campaign package suitable for real clients.
- Reflect critically on how AI supports their productivity and creativity.