Pet Age

Editorial Calendar: Strategic Content Planning for Industry Insights
To effectively engage the pet industry's B2B audience, I developed and adhered to a detailed editorial calendar that ensured timely, relevant, and targeted content throughout the year. This calendar facilitated structured content creation, guiding article themes and deadlines to align with industry trends and key events.

- **Objective**: Drive ongoing engagement by addressing topics of interest and relevance to pet industry professionals, retailers, and brands.
- **Content Themes**: Each issue covered unique subjects, from "Differences of Working with National and Regional Distributors vs. Directly with a Brand" to "SuperZoo Grooming Highlights" and "Fashion Wrap and 2025 Forecast."
- **Execution**: By adhering to precise deadlines and scheduling topics well in advance, I ensured consistent, high-quality content that resonated with the target audience. Most topics were completed as planned, with the final entry in progress for a timely wrap-up and industry forecast.
- **Impact**: This approach maintained a steady stream of engagement by providing readers with actionable insights and fostering a deeper connection to the brand. The editorial calendar served as an essential tool for aligning content with the strategic goals of boosting brand authority and thought leadership within the pet industry.

This structured editorial strategy demonstrated my ability to manage and execute content plans that reinforce industry expertise while responding to the timely needs of the pet business community.

PERFECTION STREET REALTY

LIVING ON PERFECTION STREET

Tips for Home Owners

- Regular Maintenance: Keep your property in top shape by staying on top of maintenance tasks. This not only preserves your home's value but can also prevent costly repairs down the line.
- Energy Efficiency Upgrades: Consider investing in energy-efficient appliances, insulation, and windows. These upgrades not only reduce utility bills but can also make your home more appealing to future buyers.
- Curb Appeal Matters: A well-maintained exterior can significantly boost your home's value. Simple landscaping, fresh paint, or a new front door can make a big difference.
- Know When to Sell: If the market is favorable, it might be time to consider selling. Consult with a professional to assess your home's current value and potential selling price.





Tips for Property Buyers

- Do Your Research: Investigate the neighborhoods you're interested in. Look at school ratings, local amenities, and future development plans to ensure your investment is sound.
- Budget Wisely: Consider all costs associated with buying a home, including closing costs, property taxes, and ongoing maintenance. This will help you avoid financial strain down the road.
- Get Pre-Approved: Before you start house hunting, get pre-approved for a mortgage. This not only gives you a clearer budget but also strengthens your position when making an offer.
- Be Patient: In a fluctuating market, it's important to stay patient. Don't rush into a decision; wait for the right property that meets your needs and budget.

FLYER

BUSINESS CARD

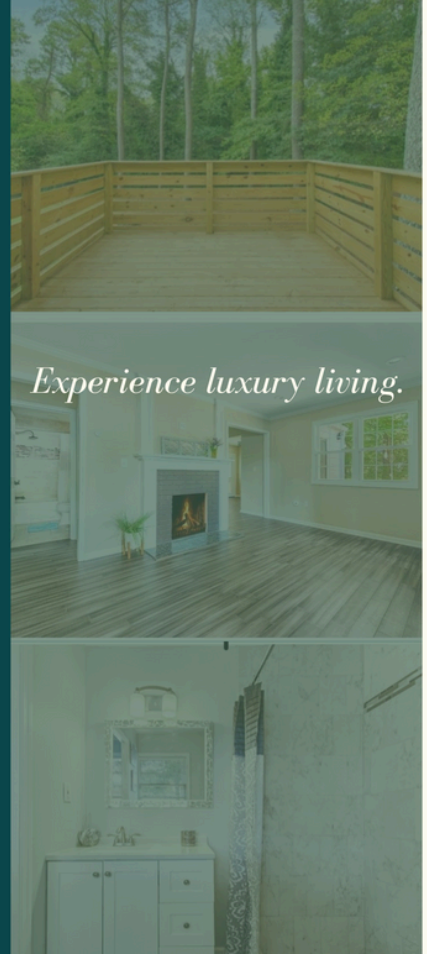
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ABOUT US

Our philosophy is simple: clients come first. We pledge to be in constant communication with our clients, keeping them fully informed throughout the entire buying or selling process. We believe that if you're not left with an amazing experience, we haven't done our job. We don't measure success through achievements or awards, but through the satisfaction of our clients.



OUR LISTINGS

2088 Shamrock Avenue

Make sure to feature your bestsellers or signature products or pieces. Keep it simple and to the point by listing the name, price and brief description.

3163 Washington Road

Make sure to feature your bestsellers or signature products or pieces. Keep it simple and to the point by listing the name, price and brief description.

123 Main Street

Make sure to feature your bestsellers or signature products or pieces. Keep it simple and to the point by listing the name, price and brief description.

Exquisite homes to make your dreams come true.

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BROCHURE

Celebrating 95 years

Women's Chamber of Commerce of Atlanta











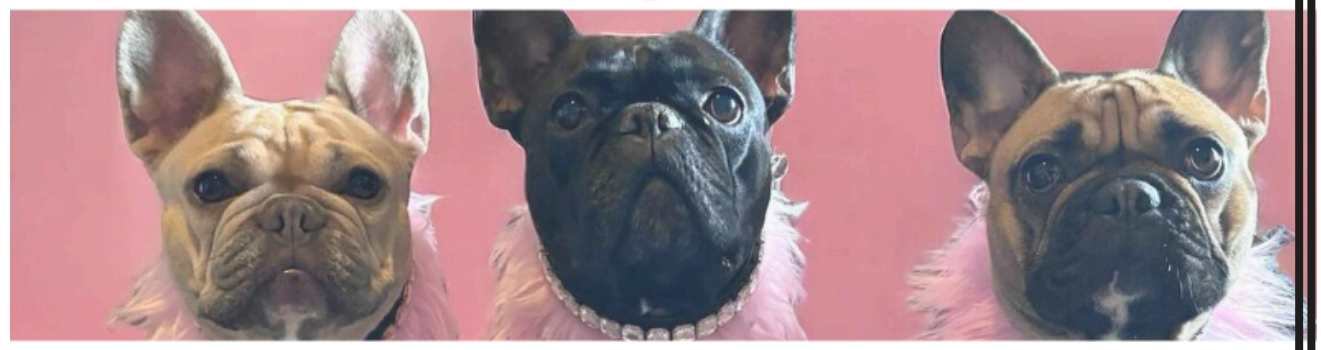
Celebrating 95 years
Women's Chamber of Commerce of Atlanta







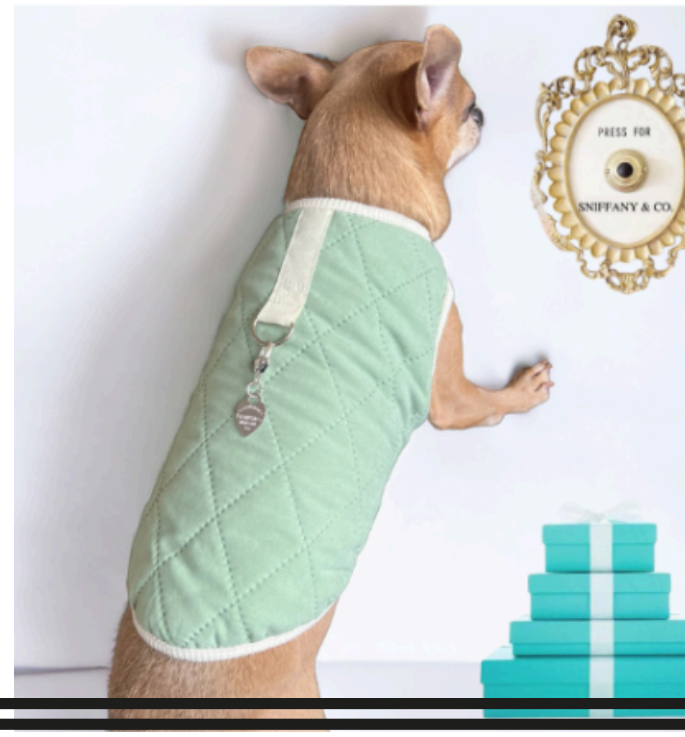
Bark Fifth Ave.



NEW KNITS JACKETS DRESSES TEES ACCESSORIES

COZY UP!

Elevate your pups closet with our curated collection of bestsellers.







DESIGNED FOR YOU







It's never been easier to shop the trends and must have products for your pampared pup!



FIERCE *fall*

Our new Fall/Winter
Collection has arrived





Bark Fifth Ave.

A Luxury Dog Boutique

LUXE | CLEANSE

COLLECTION

BY BARK FIFTH AVENUE

FABULOUS DOGS SHOULD STAY FABULOUSLY CLEAN©



Moisturize

FABULOUSLY MOISTURIZED PAW & NOSE
An organic 100% natural herbal-based blend of butters and precious plant oils. Specially formulated to heal rough, chapped, & dry paws. Available in roll-on, balm, or spray.



FABULOUSLY CALM PRECIOUS CALMING OIL
Essential for dogs who travel.
Fabulously Calm essential calming oils have been developed by leading experts in canine aromatherapy to naturally help relax and calm uneasy dogs.
Dogs, just like humans, tremendously benefit from aromatherapy and of course, deserve a relaxing dog spa day!



Wipes

FABULOUSLY CLEAN SANITIZING PAW WIPES
Moist sanitizing paw wipes that remove dirt and dander while adding beneficial emollients to your pet's paws. Aloe and Vitamin E infused to soothe and clean; absorb dust and dirt on the surface of paws and moisturizes dry cracked pads. The special formula provides a protective film to keep fur and paws moist and add shine!
Eliminates 99.999% of Bacteria Virus, Fungus Odor



FABULOUSLY CLEAN BODY WIPES
Moist wipes that remove dirt and dander while adding beneficial emollients to your pet's fur and paws. Aloe and lanolin infused to soothe and clean; absorb dust and dirt on the surface of fur and paws. The special formula provides a protective film to keep fur and paws moist and add shine.



FABULOUSLY SANITIZED PAW SCRUB
PAW-FECT for a little pampering paw-dicure! This will safely clean any areas to prevent infection. It is also great to use after nail or paw services to clean and kill any bacteria or germs such as staph infections from grooming tools



Sanitization

LUXE | CLEANSE MOISTURIZING HAND SANITIZER
A luxurious moisturizing hand sanitizer for the dog mom & dad on the go!
Don't carry back germs from walking your posh pup with our new & chic Luxe | Cleanse Sanitizing Spray by Bark Fifth Avenue. It's portable, refillable, and easy to carry along with you for picking up after your paw-tner.
The sanitizer kills 99.9% of germs with soothing aloe to leave your hands feeling clean and fresh.

Available in a spray, pump, and travel mini's



SANITIZING & ODOR SPRAY
It's not just a must-have, it's a necessity! Our Sanitizing & Odor spray is formulated with powerful & proven ingredients that help disinfect, sanitize, sterilize & deodorize your pets & their spaces.

- Refreshing lavender scent.
- Kills 99.99% pet-related germs
- Protects pet's coat & skin health
- Removes strong pet odor
- Disinfects pet living spaces



Protect Your Pets From:
Bacteria, Virus, Fungi, Spores, Pathogens, & Allergens