



**PITCH  
LOUNGE**

*Internship*

# PORTFOLIO

Compilations of creative projects and designs I have created, along with a detailed outcome, key learnings, and metrics during my internship with My Guide Berlin and Pitch Lounge

JINGYI (AURELIA)  
ZHOU



*Hi there!*

# I'M AURELIA

I am an undergraduate student at the University of Auckland Business School specialising in Economics and Marketing. I am passionate about learning new things and enjoy embracing challenges.





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# *Pitch Lounge*

Pitch Lounge is a dynamic platform dedicated to empowering startups and founders by fostering a collaborative ecosystem that promotes equitable product development and community growth. As ecosystem builders, Pitch Lounge serves as a gateway to the startup world, providing entrepreneurs with the tools, connections, and opportunities they need to thrive.




# TASKS

## Event Promotion (LinkedIn Posts)




### POSTS THAT ATTRACT ENGAGEMENT

 **Agriculture Future of America**  
33,519 followers

What a lineup!

Like | Reply

 **Dr. Dalal AlGhawas, PhD** • 2nd  
Food Security | Strategy | VC | Consulting | Accelerator | Go

I look forward to another round of Pitch Lounge!

Like | Reply

### LINKEDIN POSTING TASKS

Before each event, the Pitch Lounge team promotes its events through posts on its most active social media channel (LinkedIn) featuring key event participants.

#### Pitch Lounge

2,170 followers  
1mo • Edited •

We are pleased to present the Event Highlights from the "FoodTech Pitch Lounge (B2B Global Edition)" on Thursday, 5th December 2024.

The event series matches FoodTech startups to industry-specific global advisors and investors, providing real-time feedback in addition to our team promoting you to our 30k+ relevant investment network.

We've featured event producers, sponsors, and panelists from the Foodpreneurs Collective, Meiraj A.I., FoodHack Dubai, FLORA Ventures, SOSV, Big Idea Ventures, IndieBio, ProVeg Incubator, EIT Food, Fusion VC, FRESH START FoodTech Incubator IL, and other fantastic companies!

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This event was co-produced by **Sascha Dutta (nee Taylor)** of Foodpreneurs Collective alongside **Richa Cibbar** and **Jamal Maxey** from Pitch Lounge.

Thanks to everyone involved, all the attendees - including industry representatives, pitching founders, panelists, and our event branding manager **Meiraj A.I.** and referral partner **Elena Suci.**

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#### EVENT MODERATOR:

**Sascha Dutta (nee Taylor)** - Foodpreneurs Collective, FoodHack Dubai  
GourmetPro - Food & Beverage Experts, Forward Fooding, and Free From & Specialty Food | Ingredients

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#### PANELISTS:

Entrepreneur | FoodHack Istanbul Ambassador | Mentor (Founder Institute) | Member (**VC Lab**) | Advisor (**Arcven Capital**)

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#### PRESENTING FOUNDERS

**Zoe Woods**, CEO - **Change Bio**

**Simon Goodman**, Founder & CEO - **Over The Moo UK**

**Sarunas Baciliunas**, Founder - ProBeer

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#### EVENT PARTNERS

Pitch Lounge  
FoodHack Dubai  
Foodpreneurs Collective  
Meiraj A.I.

If you are interested in partnering and/or sponsoring the event, please see the sponsorship packages available on our website (or via the links in the comments below)

Alternatively, email [jamal@pitchlounge.net](mailto:jamal@pitchlounge.net) for more info and/or to express interest in collaborating.

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#### OUR NEXT EVENT

"Food & Beverage Pitch Lounge (MENA)" - Thursday, 19th December | 7-9.30 PM (GST/UTC+4) on Zoom with **Nader Amiri**, Sascha Dutta, **Dr. Dalal AlGhawas, PhD**, and others!



## EVENT HIGHLIGHTS - FOODTECH PITCH LOUNGE

### DESCRIPTION OF OUTPUT

After each event, the Pitch Lounge team creates an event highlight document to showcase the active participants and key statistics.

# TASKS

## Event Highlights

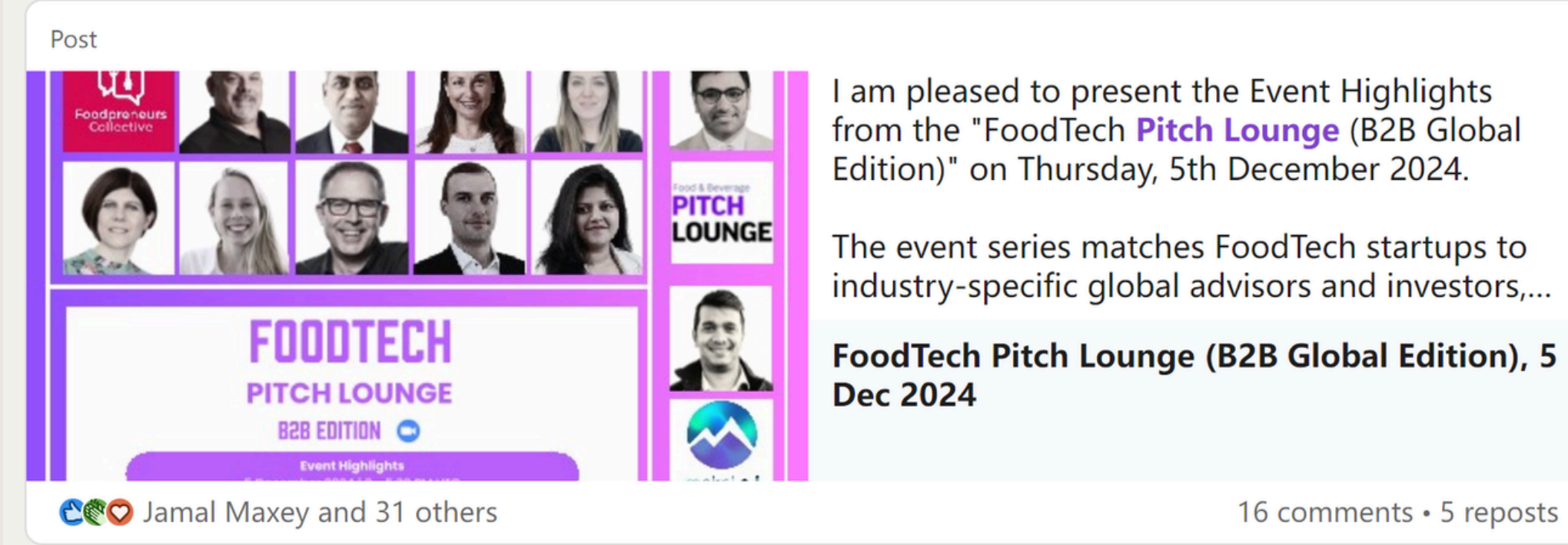
## EVENT HIGHLIGHTS - FOOD & BEVERAGE PITCH LOUNGE





# Post-event Celebration Post

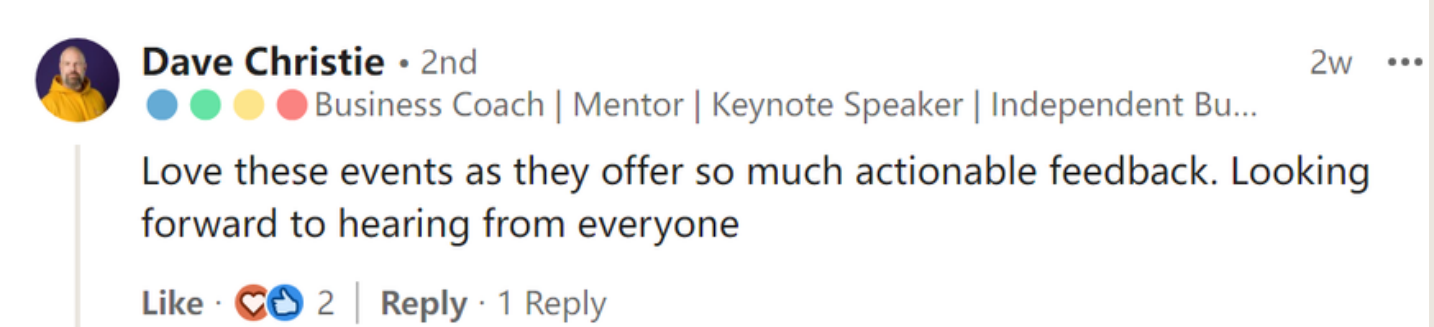
Publishing the event highlights on LinkedIn



After publishing the event highlights document on LinkedIn, the post was then featured on the top of the Pitch Lounge founder's LinkedIn profile

# Comments

Two example comments linked to engagement on our recent event posts



# Metrics

<b>Event Highlights Docs Created</b>	<b>3</b>
<b>LinkedIn Posts Published</b>	<b>2</b>
<b>Comments and Feedback</b> (my personal engagement on the Pitch Lounge LinkedIn posts)	<b>30+</b>



# Key Learnings

- Organizing and planning social media posts
- Creating social media visuals and graphics
- Overseeing a social media profile
- Crafting compelling copy
- Promoting events across multiple social media channels and websites
- Writing attention-grabbing and promotional content
- Selecting and organizing events for promotion
- Handling and maintaining a website

# Recommendation

*"Aurelia interned with me on Pitch Lounge between December 2024 and January 2025 through Pagoda Projects.*

*As well as quickly learning and then helping upgrade business systems, she produced Event Highlights documents that showcased the main participants and key statistics from our events, she also supported with LinkedIn marketing - creating and publishing posts to promote the event as well as engaged on existing posts to increase exposure.*

*I was impressed with her work ethic, adaptability, and ability to work independently and in challenging remote working conditions. I would highly recommend Aurelia for intercultural and multinational companies, and for various business development and marketing roles." Jamal*



**Jamal Maxey**

CEO & Head of  
Events  
Pitch Lounge



# Thanks

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