



Pagoda Internship Portfolio

Created by
Elaine Yin





Work Experiences



Pitch Lounge

November 2023 - February 2024

Social Media Management (Marketing)



My Guide Berlin

November 2023 - February 2024

Social Media Management (Content Writing)



About The Company

The company helps startups & founders with access to a collaborative ecosystem to start, fund, and scale their companies.



- **Key metrics**
- **Key achievements**
- **Key learning**



Key Metrics

Supported the leadership team in producing 2 flagship events



PITCH LOUNGE **HPG**
Highly Professional Growth

FEMALE FOUNDER PITCH LOUNGE

Pitch live to industry experts and investors

7TH DECEMBER 2023
16:00 to 18:30 UTC | Thursday

Want to pitch?
Info@pitchlounge.net

In partner with **MUBS** **MyGuide** **epiphany** **INTEL** **Your Logo Here**

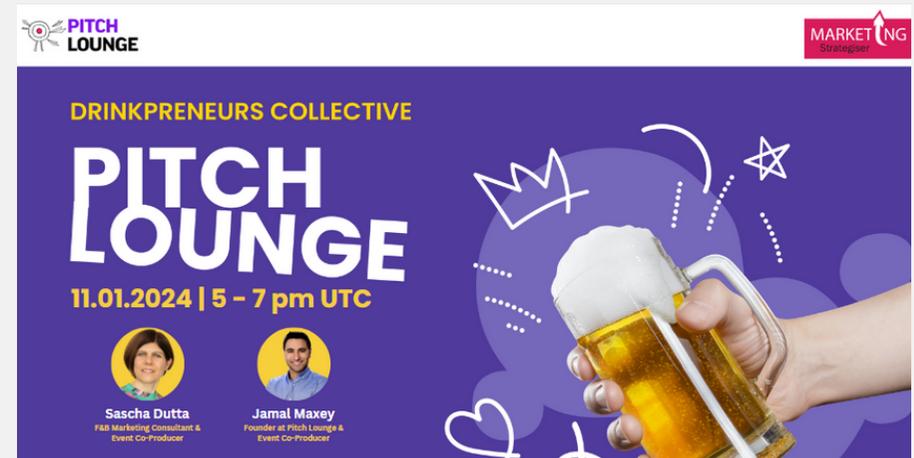
Alyse Holstein
Fundraising Specialist

Vyoma Vyas
Event Presenter

Jamal Maxey
Event Producer

Meiraj Ahmed
Event Producer

**Female Founder
Pitch Lounge**
7th December 2023
(65+ attendees)



PITCH LOUNGE **MARKETING Strategist**

DRINKPRENEURS COLLECTIVE PITCH LOUNGE

11.01.2024 | 5 - 7 pm UTC

Sascha Dutta
F&B Marketing Consultant &
Event Co-Producer

Jamal Maxey
Founder at Pitch Lounge &
Event Co-Producer

**Drinkpreneurs Collective
Pitch Lounge**
11th January 2024
(75+ attendees)

Key Outputs

1. Marketing Research

(Female Founder events, Foodtech events, F&B startups support)

2. Digital Platforms Management

3. Posters Design

4. Audience Engagement and Interaction

Community Management

LinkedIn Groups

Female Founder - Pitch Lounge

(665 members)

Food & Beverage Pitch Events

(1,442 members)



Highlights

Jamal Maxey posted this • 3w

Would our previous event attendees and wider community be interested in expr ...show more



EVENT HIGHLIGHTS - Female F...

23 pages



20

13 comments • 34 reposts

▲ 730 Impressions

Most engaging group posts:
Female Founder Pitch Lounge

Post analytics

[Export](#)

Jamal Maxey posted this • 4d



We welcome beverage/drinks founders to register to pitch or observe the "Drinkpreneurs Collective ...show more

Discovery

767

Impressions

Engagements

Reactions **20** →

Comments **16** →

Reposts **13** →

Date	Event Name	Pitch Event (Y/N)	Organiser Name	Source	Partnership No	Eventbrite	Our Archive	Linkedin	Other Website Listing Locations	Event Type	Pitching/founder Fee
January											
10-01-2024	Women's Health Tech		HitLab								
11-01-2024	Women of Color: Review, Reflect & Re-Energize		WBENC					Link	Women of color program	Networking Event Webinar	
19-01-2024	Her Biz: Free Women's Startup Programme		Let's Do Business Group			Link		Link	Link	Mentorship	
February											
/01-2024 - / 02-2024	GROW E		Female Founers					link		Investment program	
6-02-2024	Women's Venture Capital Summit 2024		With Intelligence					Link	Link	venture capital	
8-02-2024			Canberra Innovation Network					Link	Link	Female Founders Financing Community	
13-02-2024	Female Founders February 2024							Link	Link		
14-02-2024	Women's Entrepreneurship Finance CoP 1st 2024		SME finance forum					Link			
20-02-2024	Female Funding '24		encourageventures.e.V.					Link			
27-02-2024	MAINstream Female Founders Pitch Event		michelmores					Link	Link	Pitch Event	

Global Marketing Research:
Jan-Dec in 2024

Highlight Posts:
Food & Beverage Pitch Lounge

Visual Projects

Campaigns



Based on the success of the Female Founder Pitch Lounge event in 2023, I created a series of posters and branding concept for an upcoming pitch events in 2024 to support female founders by providing platforms, mentorship, investment and networking services.

[Link](#)

Visual Projects

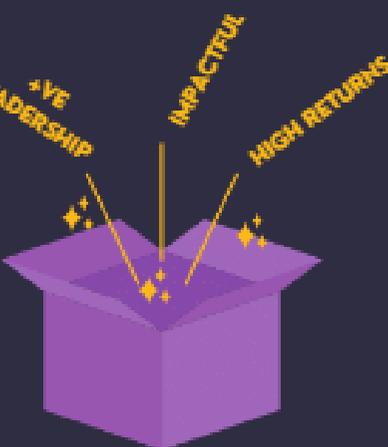
TIME FOR CHANGE



WHAT WILL IT TAKE...
FOR INVESTORS
TO FAIRLY FUND FEMALE FOUNDERS?

↓ UNCONSCIOUS [BIAS]
TO
CONSCIOUS [SEEING] ↑

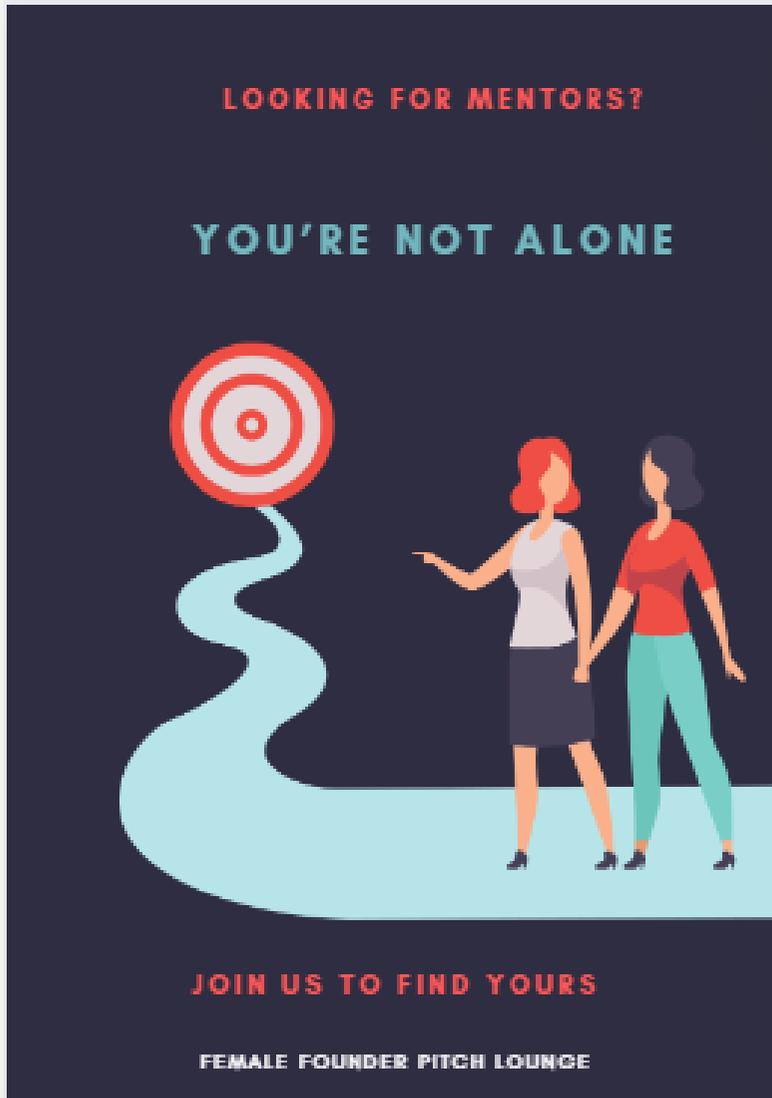
+VE LEADERSHIP
IMPACTFUL
HIGH RETURNS



FEMALE FOUNDER PITCH LOUNGE

To decrease unconscious bias and increase conscious seeing by looking for investors.

Visual Projects



Female Founder Pitch Lounge helps women entrepreneurs not feel alone by looking for mentors and providing mentorship.

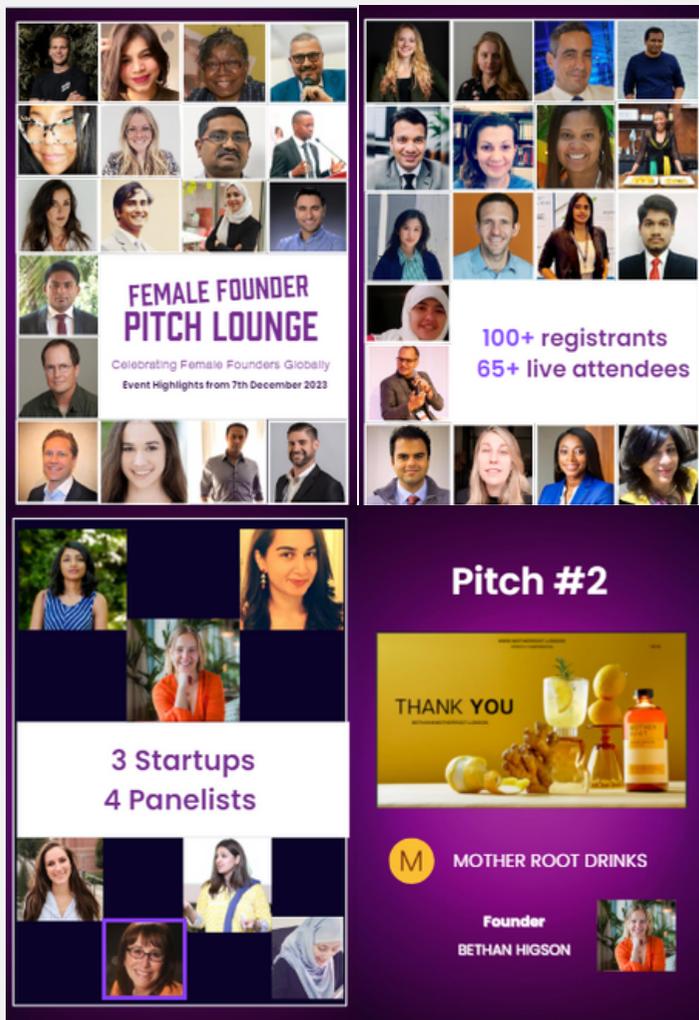
Visual Projects



Females in the workplace often face additional pressures from family responsibilities.

Visual Projects

Thank you Post (23 pages)



Highlights of Female Founder
Pitch Lounge
(7 December 2023)

Impressions:

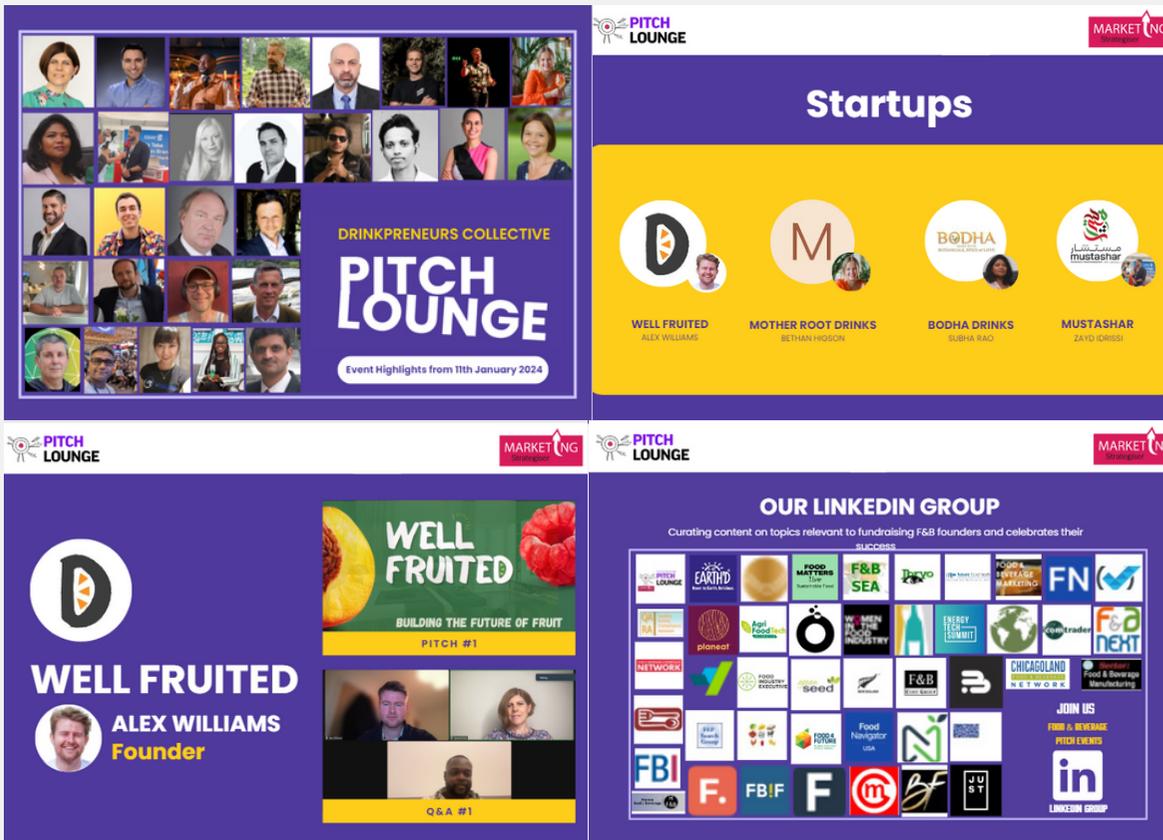
- 827

Engagements:

- 21 Reactions
- 13 Comments
- 34 Reposts

[Link](#)

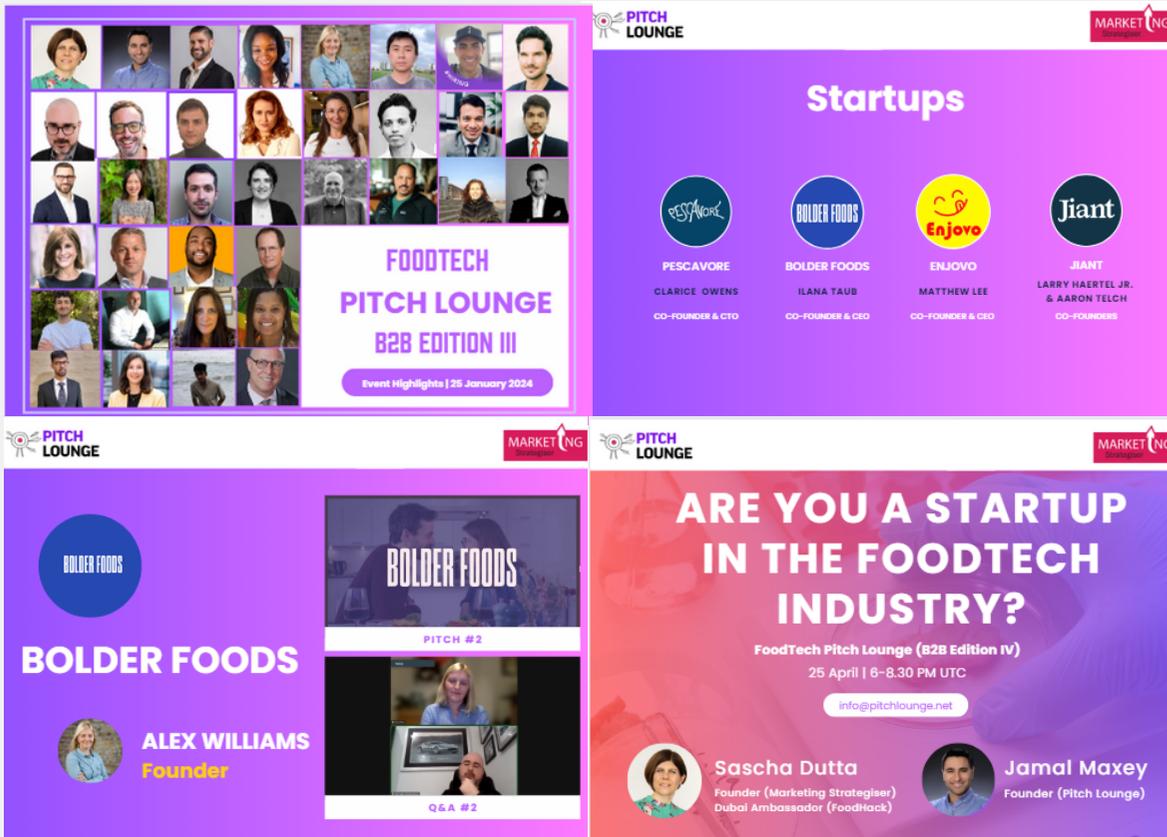
Visual Projects



Highlights of
Drinkpreneurs Collective
Pitch Lounge
(11 January 2024)

Thank you Post (13 pages)

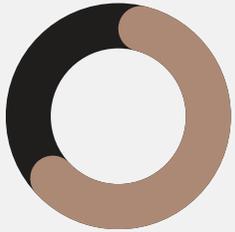
Visual Projects



Highlights of
FoodTech Pitch Lounge
(B2B Edition III)
(25 January 2024)

Event Highlights Post (14 pages)

Key Learning



Content Creation & Optimization

Learned to create engaging content that reflects the brand's voice and resonates with the target audience. For example, by customizing and designing posters for projects, including promotional, celebratory and thank you posters, to achieve the desired visual effect.



Collaboration & Communication

- Collaborating with team members
- Use of tools for effective and timely communication. (Zoom meeting, WhatsApp group chat, etc.)
- Developing effective communication skills for online platforms - learning how to interact with the client and understanding what they want.

Key Learning



Marketing, Campaign Planning & Execution

Learned the process of marketing research, planning, executing, and evaluating social media marketing campaigns. For one of our projects - Female Founder Pitch Lounge - I learned about the ecosystem of women founders, their needs and the support they require, and what things our company can offer.



Time Management

Learned to organize my own working hours and contribute to completing projects on time despite working with colleagues across multiple time zones.

About The Company

The company provides travel advice to ensure visitors have the best experience, and help Berlin businesses connect with new arrivals whether they be tourists or expats .

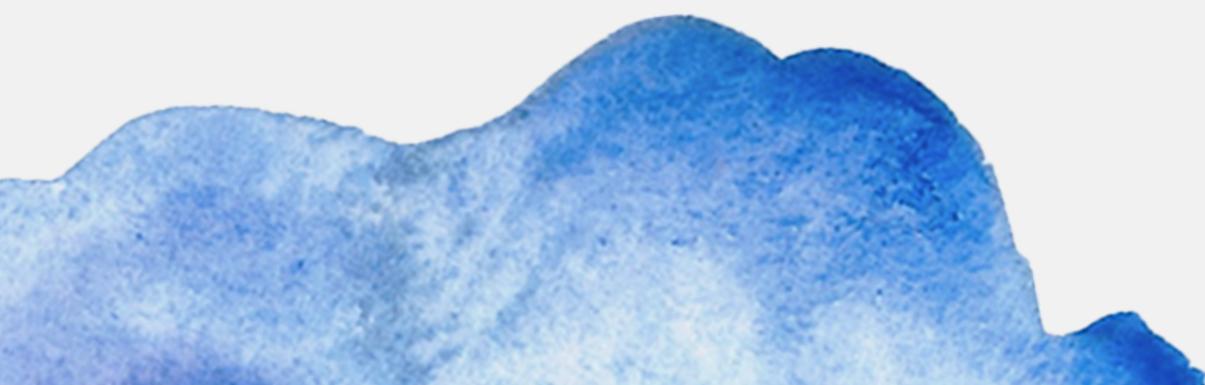


- **Key metrics**
- **Key achievements**
- **Key learning**



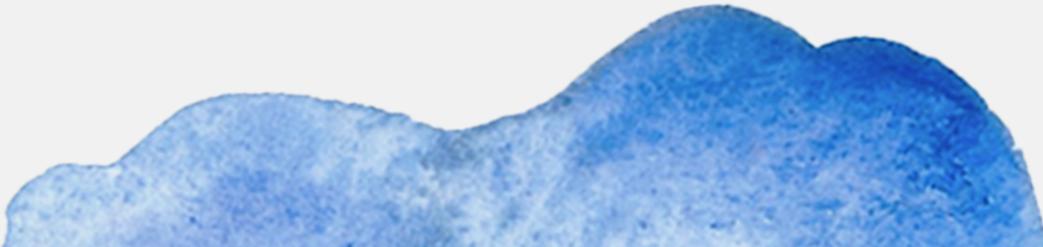
Key metrics

	Quantity
Article created	4
Events marketing	20+



Key Achievements

Content Writing

- Winter Wonderland at the Gendarmenmarkt Christmas Market (Bebelplatz)
 - New Year's Eve Party at the Brandenburg Gate
 - 10 Ice-Skating Rinks in Berlin
 - Berlinale Film Festival & Cinemas in Berlin
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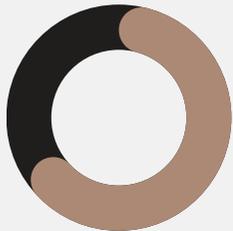
Upcoming Events Marketing

- December/Events or Christmas Festival Events in Berlin in 2023
- February & April Events in Berlin in 2024

A	B	C
Date	Event Name	Event Description
February		
February 2 - 4, 2024	World Money Fair Berlin 2024	In the world of numismatics and philately, World Money Fair is an international trade fair of great significance as it not only invites respected exhibitors and experts, but is the meeting place between enthusiasts and collectors.
January 26 - February 4, 2024	CTM Festival	The CTM Festival for Adventurous Music and Art celebrates experimental, contemporary and electronic music
February 4 - 8, 2024	Berlin Fashion Week	Actors and brands from Germany and abroad, fascinating locations and a close international exchange characterize the German fashion highlight with the two core themes of sustainability and innovation.
February 7 - 9, 2024	Fruit Logistica 2024	In February 2024, key players from the international fresh produce trade will descend on Berlin once more for the annual Fruit Logistica trade fair. This is the world's most important trade fair for the fresh produce industry and its direct access to the global market.
February 14, 2024	One Billion Rising	The movement aims to against violence against women and for respect for all by dancing together.
February 15 - 19, 2024	Tanzolymp	Tanzolymp is an annual Berlin-based dance event for young talents from around the world with workshops, seminars and competitions.
February 15 - 21, 2024	Berlin Independent Film Festival 2024	The Berlin Independent Film Festival champions low-budget filmmaking in Europe by giving new directors the opportunity to screen their work and swap ideas.
February 15 - 25, 2024	74th Berlinale	The Berlin International Film Festival is one of the most important film festivals worldwide.
February 18, 2024	Berlin Valentine's Run	At the Berlin Valentine's Run, people run together. Athletes can choose the 3-, 5- or 10-kilometer distance. All finishers receive a certificate with a commemorative medal.

Accounts and Posts Management on LinkedIn

Key Learnings



Market Research Techniques

Learned to conduct market research to identify trends and competitor strategies.



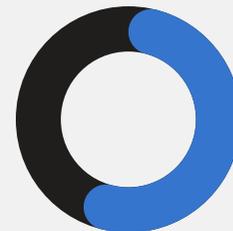
Content Calendar Planning

Learned to plan and schedule content calendars for consistent posting.



Copy-writing Skills

Learned to improve copy-writing skills for creating high-quality social media content.



Content Optimization

Learned to tailor content for the social media platform to maximize engagement.

Testimonials



JAMAL MAXEY

Owner (Pitch Lounge & My Guide Berlin)

Hang Yin (Elaine) supported Pitch Lounge with Online Event Production Management in addition to F&B event community and Female Founder support initiatives ecosystem research, graphic design, and social media marketing. With My Guide Berlin, she helped research relevant events and wrote articles for the website. I was particularly impressed with how she was early-on upgraded a word-based campaign in support of female founders into a more visual set of campaign material as well as showed her increasing ability to be coachable, follow design templates/guidelines, and even show initiatives.

I would recommend Elaine for cross-cultural communications, digital media, and live event production support roles.



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**Thank
You**

