

# Sasuke Sugimoto

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## About Me

Growing up as a Japanese, British, American in Japan and the UK has helped me better understand and work with a variety of different people from around the world. I have worked on multiple different media projects mainly centering around creating content for social media. Having experienced two very different countries growing up has allowed me to not only gain multiple perspectives which enhances the reach and appeal of my work but my understanding of subtle cultural differences also helps me to tailor media projects to the client's specific needs and their target audience.

## Media Work Experience

### **K&C** Kitchen & Company (6th May~27th July 2024)

Title: Internship

Responsibilities: •

Work closely with the Digital Planners and assist in the development and running of Digital projects.

- Assist in the creation and scheduling of social media content across various platforms, including Facebook, Instagram, X, and TikTok.
- Monitor social media channels for trends, insights, and engagement opportunities.
- Work with the project management team to coordinate and track project timelines, deliverables, and budgets.
- Collaborate with creative teams to develop digital assets, including graphics, videos, and animations.
- Assist in the execution of digital advertising campaigns, including campaign setup, monitoring, and reporting.
- Conduct research to support social media strategy development and campaign planning.
- Provide administrative support as needed, including organising files, scheduling meetings, and preparing presentations.

### **Kingstonian Football Club** (September 2023~April 2024)

Title: Kingstonian FC Project Manager and Media Content Creator

Responsibilities: Managed and created content for the Kingstonian football club (an Isthmian League football club).

- Established a road map for content calendar.
- Created and managed the content schedule for social media
- Managed and led a team of three people involved in social media management.

**B**

### **Barton Hill Boarding House** (May 2022)

Title: Videographer, Director, Editor

Responsibilities: Created a video for Barton Hill Boarding house which was under threat of being closed due to funding being pulled. The video was successful in its task as the outcome was the boarding house received enough funding to operate for another year.

- Interviewed and recorded students affected by the possible closing of the Boarding House
- Edited footage
- Help secured another year of funding for the boarding house.
- The video was mentioned in the BBC



## Soul mate corner (October 2023~ January 2024)

Title: Photographer, Editor, Social media manager.

Responsibilities: Created an ecommerce site selling on trend accessories to the European Market.

Planned, designed, and produced photos and videos for the website. Market research into target audience and assessed which videos would promote the products most effectively and had the potential to go viral.

## Shaftesbury School (September 2021~June 2022)

Title: Sports Photographer

Responsibilities

- Sports Photographer for Shaftesbury school Basketball team.
- Shot and edited key highlight moments used in the Shaftesbury school PE Instagram as well as Shaftesbury school Instagram.

## Work History

### Bentall Center Kingston Upon Thames (2023 July-October)

Title: Concierge for the front desk of the Bentall Center.

Responsibilities:

Reported FAQ and gathered customer information on stores within the mall

### ABC Mart grand stage Shibuya store (2022 July-August)

Worked as a floor salesman for the biggest athletic shoe distributor in Japan.

Responsibilities:

- Achieved Top 5 in sales status
- Brought in 20% more revenue than the average floor salesman
- Used both English and Japanese on the Store floor

### ABC International school (2020 June-August)

Private Assistant for the School Director of a chain of upper end international schools in Japan.

Responsibilities

- Assisted the School Director in administrative tasks such as basic accounting, petty cash requisition, completing spreadsheets, filing and photocopying
- Organized the preparation of pools and play equipment on a tight schedule
- Dealt with high profile customers from international backgrounds

## Volunteer Work and Affiliations

### IMUN

I landed 4th place in the IMUN in Tokyo

### Helped distribute covid testing kits in school

During COVID-19 I helped distribute COVID-19 test kits within the school for the teachers to give to their students.

## Education History

### Bachelor in Media & Communication

Institution: Kingston University

Year of Graduation: 2025

- Was asked if they could use my podcast that I created with my team as example work to show potential future students.



### A levels

Institution: Shaftesbury School

Year of Graduation: 2022

- Media
- Business
- Sociology



### Canadian International School In Tokyo

Year of graduation 2019

- Created the first Esports team in the Tokyo international school space
- Participated in the IMUN (MUN stands for mock united nations where students act as if they were the UN)

## Relevant Skills

- Proficient at using photoshop and premier pro
- Design website on wix
- Set staging
- Basic camera Operation
- Running a small scale photo/video shoot
- Bilingual in English and Japanese

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