

Paris Sumpter

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Published educator and content creator with 9+ years of experience in creating and implementing social media strategy for U.S. and Japanese companies with a collective 200,000 followers. Strategic and fast-learning with a passion for education, Japanese language, and driving brand awareness. Seeking to apply my education and creative skills to contribute to company goals and needs.

EDUCATION

University of California, Los Angeles

September 2016 - December 2018

Bachelors of Arts in Japanese Language and Culture 3.2 GPA

Los Angeles, CA

- Japanese Student Association, Black Bruin Transfer Success, Reformed University Fellowship, and Kappa Kappa Gamma

Santa Monica College

August 2013 - June 2016

Associate of Arts in Communication Studies 3.7 GPA

Santa Monica, CA

- Alpha Gamma Sigma Honor Society, Ace of Hearts Dog Rescue, and Black Collegians
- Relevant Coursework: Interpersonal Communication, Intercultural Communication

International Christian University (国際基督教大学) 3.85 GPA

Summer 2017 and Fall 2018

- Studied International Education and participated in the Advanced Japanese Language Program Mitaka City, Tokyo, Japan

CERTIFICATIONS

- Japanese Language Proficiency Test Certification, Level N3, December 2018

WORK EXPERIENCE

Host, Personality, and Influencer (Contract and Remote)

February 2018 - Present

Tokyo Creative & YouTube

Shibuya, Tokyo, Japan

- Led and directed production of 100+ beauty, lifestyle, and Japanese language videos on YouTube channel, "LeSweetpea"
- Amassed over 9.6 million views and an overall following of over 220,000 on socials through original content development
- Promoted various products that drove sales and expanded the client base for companies through social media content
- Partnered with major fashion, beauty, and lifestyle companies that include Google, The New York Times, Coca-Cola, Sony Pictures, Polaroid, the Japanese Government, Victoria's Secret PINK, JCPenney, Pantene, Wish.com, and Tokyo Central
- Maintained responsibility for the pre-production, production, and post-production of videos, video-clips, and photography projects to be placed on social media platforms that grew YouTube channel 60,000 additional followers over 1 year period
- Hosted online live-streaming events raising over \$2,000 in under 90 days in subscriptions and donations to fund production of online content and entertainment

Bilingual Associate

October 2023 - Present

Hokkaido Ramen Santouka

Costa Mesa, California

- Communicates menu information to international clientele by utilizing knowledge of Japanese language and culture
- Maintains kitchen cleanliness and produces high volume food consisting of ramen and "donburi" rice bowls
- Prioritizes tasks and focuses on the present needs of service contributing to \$4,000-\$10,000+ worth of ramen sold daily

Social Media and Influencer Marketing Coordinator & Content Creator

May 2022 - May 2023

Toyo Life Service International Inc. (Cure Aqua Gel)

Los Angeles, California

- Produced, filmed, and edited social media content for company social media channels totaling in over 75+ pieces of content across Instagram, TikTok, Facebook, and Pinterest
- Pioneered outreach to influencers in order to secure 10-15+ influencer partnerships on a monthly basis
- Communicated in Japanese daily, verbal and written, during company meetings at an intermediate to advanced level

- Constructed monthly social media report in Japanese with monthly analytics highlighting growth across 4 platforms
- Monitored and bilingually advised international colleague that assisted with influencer marketing research

English Second Language Teacher

February 2019 - December 2019

SunShine Avenue English Conversation School (英会話合同会社)

Mitaka City, Tokyo, Japan

- Taught Japanese students English and improved their language abilities by 30% in students ranging from toddlers, adolescents, young adults, seniors, and business women and men
- Planned and led 7+ conversational activities, listening exercises, and interactive language-improvement games daily
- Performed as a self-managed on-site teacher and followed company regulations and protocols
- Organized lessons and used innovative teaching methods to enhance students' English abilities while forming positive relationships with 50+ students, parents, and staff

Brand Representative and Stock Associate

September 2012 - January 2017

Abercrombie & Fitch

Torrance, CA and Redondo Beach, CA

- Completed sales in-store and online through register usage and assisted with store marketing and visual displays
- Acted as a peer coach for onboarding to 30+ new brand representatives by giving clear and easy-to-understand instructions on navigating the scanners and store procedures which resulted in new employees becoming self-sufficient quickly

BUSINESS PROJECTS

Global Blogger Scholarship Project Recipient & UCLA Study Abroad Speaker

Summer 2017, April 2018, October 2021

University of California Los Angeles International Education Office

Los Angeles, CA

- Pioneered content development, filming, and post-production editing and gained over 200,000 views on "Adventures in Japan" video series on YouTube platform
- Worked closely with communications manager to produce 1-2 videos per week and make time-efficient edits daily for the University of California Education Abroad Programs' Blog
- Speaker at UCLA's Study Abroad Informational as alumni for prospective students to share experience and partake in Q&A

SKILLS

- Experienced in social media marketing and campaign development on platforms including YouTube, Instagram, Facebook, Twitter, TikTok, Twitch, Snapchat, Patreon, Blogger, and Discord
- Video recording and post-production, with expert knowledge operating Canon EOS and Sony, DSLR and mirrorless cameras
- Knowledge in photography, lighting, processing high volume images, editing, and retouching using Adobe Lightroom for content such as Instagram and Facebook advertisements
- Live-streaming production skills with the ability to create overlays and implement transitions through OBS
- Professional email etiquette and brand communication expertise to successfully sign contracts with top clients
- Proficient in Microsoft Office Suite, Keynote, iMovie, Final Cut Pro, InShot, and Google Drive
- Native English and Advanced Japanese - Limited Working Proficiency (CEFT level B2)

MEDIA PUBLICATIONS & APPEARANCES

- "College Campuses: A Hot Spot For Social Media Influencers," Forbes, July 2019
- TV Host: アメージパング "Amazipangu" Tokyo Broadcasting System Television Program, March 2021
- Commercial/Web: Toshiba Memory Kioxia, Kioxia Corporation Japan, September 2019
- "UCLA Student Produces YouTube Videos to Share Experiences, Expertise," DailyBruin Newspaper, October 2017
- "16 College-Aged Beauty Influencers You Need To Be Following Right Now," Yahoo! Lifestyle via StyleCaster, June 2018
- "Youtuberに聞いてみた" (Asking YouTubers), Lighthouse Los Angeles Magazine, October 2018

INTERESTS

- Video Games, Playing Guitar, Tahitian Dance, Singing, Studying Japanese, Swimming, and Yoga.