
Lea Fujimoto

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Work Permit / Visa Status : UK (Student Visa)

Education Background

UNIVERSITY OF THE ARTS LONDON (UK)

Bachelor / Graduation Date : 2026/06

Communication

These are the reasons why I chose this course:

1. In this course, we study, through critical approaches, how different media platforms impact social issues such as sustainability, social justice, equality, and how it transforms the conversations and our daily lives.

2. We are able to improve our creative skills through projects which require our knowledge and ability to work in audio, visual and the digital fields

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Things that I learned from this course:

1. Interacting with my peers who are coming from very diverse backgrounds, I realised that things that I believed to be true were not the same for everyone. I realised the importance of asking questions with respect to understand others.

2. Depending on your background or your upbringing or your education, the amount of information you have and the details you understand can be different. My experience of living both in the UK and Japan made me realise people have access to a certain set of information depending on their situation and it greatly affects what they believe or think.

3. It is important to have curiosity. Through this course I have realised that I have only limited knowledge in many areas, such as social norms in different countries. Therefore every time I face new challenges, curiosity is the basic key to understanding.

Work History

NTT DATA (Other IT)

NTT DATA is a global IT and business services provider headquartered in Tokyo. The services provided are consulting, industry solutions, business process services, IT modernization and managed services. NTT DATA has global reach with offices in over 50 countries globally.

2024/07 - (Full Time)

Global Marketing Headquarters

(Job Category : PR/Advertising Career Level : -)

Through learning the power of media at university, I asked myself how I would be able to improve my skills in a real business environment and see the real impact of media in business. I decided to take an internship with Global Marketing Headquarters in NTT DATA.

The first challenge I was given to was to make a proposal of how to make the new CEO's LinkedIn profile effective. I created a report through researching the algorithm of popular LinkedIn posts and I researched their competitors companies and CEO profiles and create a report on their engagement with their followers. I was able to understand the algorithm of popular LinkedIn posts through understanding the tendency and put this into the proposal. After my internship I can see the CEO's profile is increasing.

The second challenge I was given was to improve the engagement with users on NTT DATA's social media account. I created a monthly social media post focusing on culture, including creating the text and did my own image production. As the result, the engagement with users increased 5 percent more than the usual posts.

Through this internship I got an opportunity to experience the environment where I can use my skills learned in university in a business environment. I was able to see the power of social media of branding in business. In the future I hope to participate in the PR/Marketing field with global perspective with the concepts I learned from this internship.

Japanese : Native level , English : Fluent level

Education / Culture : Adobe Premiere Pro

1. Proactive learner: Living in the UK made me realise that people actively talk about today's issues: sustainability, social justice and gender/race equality. When we discuss social issues I tend to not have enough knowledge to join in the discussion and say my own opinions.

Therefore I actively talk with many people to understand a variety of opinions with different perspectives. I also started watching news with patience, listening to podcasts and reading articles to have a deeper understanding of social issues and social norms.

2. Problem solving ability: I learned that it is important to communicate in order to problem solve during my internship. I was struggling to decide what topic to focus on in the monthly post. I was under pressure when choosing a topic for a monthly post because it would represent a post that NTT DATA has posted and followers won't know that it's me who wrote the post. Therefore, communicating with others and hearing about their experience helped me decide how I wanted to create the monthly post. In the result I was able to create a social post by learning and observing from others through communication.
