

KARIMA S. HOBBS

CREATIVE PRODUCER / VIDEO EDITOR

PROFILE

Emmy-winning Video Editor and Creative Producer with a strong track record of transforming ideas into compelling, high-impact visual stories that truly move people. I blend narrative instinct with technical expertise—editing, color, sound, and motion graphics—to deliver polished content that engages audiences and strengthens brand identity. Experienced in fast-turn workflows, collaborative creative environments, and multi-platform production, I bring sharp editorial judgment, a solutions-first mindset, and a deep love for storytelling. Whether shaping short-form social content, branded campaigns, or documentary-style pieces, I create work that feels intentional, modern, and memorable.

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SKILLS

- **Creative Production:** Adobe Premiere Pro, Avid Media Composer, Edius Pro, After Effects, Photoshop
- **Content Systems:** Workflow design, modular storytelling, asset management, AI-assisted editing
- **Campaigns & Social Media:** Promos, short-form storytelling, branded visuals, digital advertising, print collateral
- **Cross-Team Collaboration:** Working with creative, editorial, motion graphics, and marketing teams
- **Tools:** Microsoft 365 Suite, AI tools (Premiere AI features, ChatGPT)

EXPERIENCE

SENIOR VIDEO EDITOR January 2026 - Present

VIDEO EDITOR July 2021 - January 2026

Atlanta News First

- Produce and edit compelling broadcast, digital, and social content from concept through final delivery, creating visual stories that engage audiences across multiple platforms.
- Pitch and develop original story concepts, creative campaigns, and social-first content by leveraging audience insights, emerging trends, and strategic storytelling.
- Create polished short-form videos, branded content, motion graphics, and promotional assets optimized for broadcast and digital distribution.
- Collaborate with producers, on-air talent, and designers to translate editorial goals into compelling visual communications while managing multiple deadlines.
- Contribute to multiple Southeast Emmy Award-winning productions, helping deliver impactful visual storytelling across broadcast and digital platforms.
- Maintain efficient post-production workflows using Adobe Creative Cloud, optimizing content for cross-platform distribution while ensuring high production quality and fast turnaround times.

VIDEO EDITOR

WHDH-TV 7News

October 2019 - July 2021

- Edited fast-turn daily content for both broadcast and digital platforms, supporting breaking news, feature stories, and ongoing coverage in a high-pressure newsroom environment.
- Adapted footage into multiple digital formats—vertical, square, and traditional—while maintaining brand consistency, strong pacing, and clear story structure.
- Managed media assets, organized archival footage, and helped streamline post-production workflows to keep projects moving efficiently amid rapid turnaround demands.
- Collaborated with producers and reporters to shape clear, engaging narratives that aligned with editorial objectives and station standards.

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EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION

Howard University
2009 - 2014

EXPERIENCE

CREATIVE ASSISTANT

Threadz Atlanta Boutique
June 2014 - October 2019

- Developed and executed visual concepts and promotional materials that strengthened the boutique's brand presence across digital platforms.
- Designed customizable templates for flyers, social content, and video ads, enabling the team to produce consistent, on-brand marketing assets.
- Collaborated with the owner and team members to maintain a cohesive visual identity through photography, styling, and short-form video content.
- Created engaging social posts and promotional videos that contributed to increased customer engagement and improved in-store and online visibility.

ADDITIONAL CREATIVE WORK

VIDEO EDITOR (FREELANCE)

Say Less Comedy Show & Personal Projects
May 2014 - Present

- Deliver promotional and storytelling-driven edits for live events, comedy shows, and digital campaigns
- Produce TikToks, Reels, and promotional campaign content that boost engagement and ticket sales for a growing comedy brand.
- Edit short-form social content for creators, small brands, and community events.
- Create TikTok and Instagram vertical video edits that achieved high engagement, including a viral family-reunion series featured by Because of Them We Can that demonstrates cultural awareness.
- Manage full production workflow: ideation, editing, color, sound, delivery, and platform optimization.