

KARIMA S. HOBBS

CREATIVE PRODUCER / VIDEO EDITOR

PROFILE

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-  karimasimone.com

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.

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:** Asana, Figma, Microsoft 365 Suite, AI tools (Premiere AI features, ChatGPT)

EXPERIENCE

CREATIVE PRODUCER / VIDEO EDITOR

Atlanta News First

July 2021 - Present

- Produce and edit a wide range of digital, social, and broadcast content—including news features, lifestyle segments, and a weekly branded culinary series showcasing Atlanta's restaurant scene.
- Develop creative concepts and social-first campaign ideas that drive engagement across platforms, using trend analysis and audience insights to identify timely opportunities.
- Craft polished short-form edits, digital cutdowns, and branded storytelling pieces that strengthen the station's voice and visual identity.
- Collaborate closely with producers, on-air talent, and graphics teams to ensure cohesive narratives, strong pacing, and consistent brand execution across all deliverables.
- Support cross-platform franchise work, including contributing to the Emmy-winning Better Call Harry investigative series.
- Maintain efficient post-production workflows using Adobe Creative Cloud, optimizing edits for fast turnarounds while upholding high creative standards.

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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EXPERIENCE

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION

Howard University
2009 - 2014

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.