

KARIMA S. HOBBS

CREATIVE PRODUCER / VIDEO EDITOR

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PROFILE

Emmy-winning Creative Producer and Video Editor with experience delivering high-impact social and digital content across broadcast, entertainment, and marketing platforms. Skilled in fast-turn creative production, workflow design, and cross-team collaboration. Experienced integrating AI tools into content creation and modular storytelling systems. Passionate about connecting strategy to storytelling at scale.

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)

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION

Howard University
2009 - 2014

EXPERIENCE

VIDEO EDITOR

Atlanta News First
July 2021 - Present

- Edit high-quality video content for broadcast and digital platforms
- Collaborate with producers, directors, and graphic teams to create daily, on-brand stories under tight deadlines.
- Integrate motion graphics and visual effects to elevate storytelling impact.
- Leverage AI-assisted editing and automation tools to improve post-production speed and consistency.
- Support cross-team creative production, including Emmy-winning series *Better Call Harry*.

SOCIAL CREATIVE PRODUCER (FREELANCE)

Say Less Comedy Show & Personal Projects
July 2025 - Present

- Produce reels, promos, and campaign content to drive engagement and ticket sales.
- Manage personal social media projects that went viral, showcasing audience engagement, trend awareness, and creative storytelling.
- Create scalable social content workflow using AI tools (Canva, Adobe Premiere, ChatGPT) to improve copywriting and editing efficiency.

VIDEO EDITOR

WHDH-TV 7News
October 2019 - July 2021

- Edited morning newscast and digital content under rapid deadlines.
- Adapted footage across formats while maintaining broadcast quality.
- Managed digital assets for efficient versioning and reuse.