**KARIMA S. HOBBS**

Video Editor

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Reel: [www.karimasimone.com](file:///C%3A%5CUsers%5CKarima%20Simone%5CDesktop%5Cwww.karimasimone.com)

**SKILLS**

* Mastery of non-linear editing platforms: Adobe Premiere, Avid Media Composer and Edius Pro Editing
* Adept in creative disciplines including video production, photography and graphic design
* Well versed in digital advertising tactics (SEO, email marketing, social media and print)
* Knowledgeable of the motion graphics authoring software After Effects
* Proficient in utilizing photo editing software such as Photoshop

**WORK EXPERIENCE**

*Video Editor***, Atlanta News First**

**July 2021 – Present**

* Responsible for the editing and post-production of original and archival video content via Avid Media Composer - NewsCutter
* Coordinate with Directors/Production to create daily engaging newscasts in a fast-paced, team-oriented and results-driven environment
* Operate specialized equipment to control the transmission and quality of audio, video and live feeds

*Video Editor***, WHDH-TV 7News**

**October 2019 – July 2021**

* Edited video stories via Grass Valley Edius for the morning newscasts and the whdh.com website
* Adjusted projects to meet immediate deadlines for last minute breaking news
* Exercised professional judgment based on current broadcast industry quality, as well as editing standards
* Converted, ingested and synced footage on a project basis

*Creative Assistant***, Threadz Atlanta Boutique**

**June 2014 – October 2019**

* Responsible for the creative development and execution of promotional material to strengthen the brand
* Created customizable templates to use for multiple purposes, including flyers and video ads
* Upheld the store’s brand through images and video content by collaborating with team members
* Maintained and updated the e-commerce threadzatlanta.com website and social media handles

*Freelance Video Editor***, NoizeWorkz Studios, LLC**

**September 2013 – October 2019**

* Digitized raw footage into polished pieces suitable for public audiences using Adobe Premiere
* Worked closely with clients to illustrate story concepts by studying information and materials
* Communicated artistic vision with other production personnel to produce innovative marketing content
* Edited short form and documentary style videos

**EDUCATION**

Howard University, Washington, DC – **Bachelors of Business Administration** – May 2014