**KARIMA S. HOBBS**

Video Editor

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**SKILLS**

* Innovative, detail oriented and deadline-driven
* Adept in creative disciplines including video production, photography, graphic design, and print
* Well versed in digital advertising tactics (SEO, email marketing, social media and web design)
* Mastery of non-linear editing platforms, specifically Adobe Premiere and Edius Pro Editing
* Knowledgeable of the motion graphics authoring software After Effects
* Proficient in utilizing photo editing software such as Photoshop
* Strong oral and written communication skills

**WORK EXPERIENCE**

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

**October 14, 2019 – Present**

* Assemble and edit video stories for live daily newscasts and the whdh.com website
* Coordinate story content with anchors, reporters and producers while meeting tight deadlines
* Ensure style and accuracy of graphics packages prior to airing
* Exercise professional judgment based on current broadcast industry video and audio quality, as well as editing standards
* Ingest, convert, and sync footage on a project basis

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

**June 2014 – October 2019**

* Held responsible for the creative development and execution of promotional material
* Created customizable templates to use for multiple purposes, including flyers and video ads
* Coordinated with team members to gather images, logos and video content to use in various creative projects
* Researched and recommended new ideas for strengthening the brand
* Updated and maintained the e-commerce threadzatlanta.com website and social media

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

**September 2013 – Present**

* Digitize raw footage into polished pieces suitable for public audiences
* Work closely with clients to illustrate story concepts by studying information and materials
* Use photos, video, audio and social media to produce innovative marketing content
* Communicate artistic vision with other production personnel to align on key initiatives
* Edit short form and documentary style videos

**EDUCATION**

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