Asantewaa Hooks

Creative and detail-oriented Content Creator with 4+ years of experience crafting dynamic visuals for various platforms.

(704) 712-9620 *amawaa124@gmail.com* *Portfolio*

Professional Experience

Fitzco - Atlanta, GA
Creator/Animator *55504/2025 - 10/2025*
Junior Content Creator *01/2023 - 04/2025*

- Executed social-first content for prominent brands, including Checkers, Welch's, and Hilton.
- Took existing brand assets and edited key visuals for various placements, including social, broadcast, and OLVs.
- Partnered closely with Copywriters, Designers, and Marketing Strategists to ensure assets match the creative vision and resonate with brand culture.
- Performed in a fast-paced, detail-driven agency environment while maintaining polished output.
- Applied motion graphics, animations, and video editing to elevate branded content, including French's x Skittles activation content, contributing to record-breaking engagement with 265M earned impressions across Instagram, TikTok, and X.

Schafer Condon Carter - Chicago, IL (remote)
Design Intern *06/2022 - 09/2022*

- Contributed to marketing and product storytelling through design and motion work for brands like SOLO, Eggo Waffles, MorningStar Farms, and Chamberlain.
- Collaborated closely with a team of Designers, Copywriters, and Producers to develop design solutions.
- Assisted in designing and animating campaign visuals to drive engagement across channels.

Hidden Beach Recordings - Beverly Hills, CA (remote)
Freelance Motion Designer/Video Art Director *05/2020 - 03/2021*

- Crafted motion graphics and video content for promotional campaigns and planned productions.
- Executed animations with storytelling instincts, delivering high-quality work under tight deadlines.
- Notable clients/work include Jill Scott, Jasmine Sullivan, and Gene Noble's "Too Many Lost" lyric video, accumulating over 180K views for a small artist.

Ventureprise - Charlotte, NC
Marketing and Communications Intern *07/2019 - 06/2020*

- Created digital and print materials supporting entrepreneurship initiatives, including graphics and motion-enhanced assets.
- Handled multiple projects simultaneously while maintaining organized and clean file structures.
- Collaborated with communications and marketing teams to ensure polished and cohesive narratives across digital and social media.

Education

BFA in Graphic Design
University of North Carolina at Charlotte
May 2021

Key Skills

Video Editing
Motion Design
Content Production
Generative AI
Adobe Creative Suite
VFX