

DORART MUJA

AI Performance Video Editor | UGC & Direct Response Content

Pejë, Kosovo ♦ +38349659965 ♦ dorart_muja@hotmail.com ♦ [dorartmuja.netlify.app](#) ♦ [LinkedIn](#)

PROFESSIONAL SUMMARY

AI-integrated Video Editor specializing in short-form direct response ads, UGC-style content, and conversion-focused storytelling for social media and digital campaigns. 8+ years of experience producing performance-driven video content for TikTok, Instagram, YouTube, Facebook, and landing pages. Proficient in hook-body-CTA structure, funnel-aligned editing, and AI-assisted production workflows using Runway, Kling, Seedance, Higgsfield, and ElevenLabs. Proven track record of delivering scalable, high-performing content fast — including contributing to a campaign that generated 6-figure revenue from a \$50 ad spend.

SKILLS

Video Production & Editing

Short-Form Video Editing, UGC Content Creation, Direct Response Ads, Hook & CTA Development, Funnel-Based Content Strategy, Multi-Format Delivery (16:9, 9:16, 1:1), Color Grading, Sound Design, Motion Graphics, Multi-Camera Editing

AI Tools & Workflows

Runway, Kling, Seedance, Seedream, Higgsfield, ElevenLabs, Weavy — AI Video Generation, AI Image Generation, AI Voiceover Production, Prompt Engineering for Video & Image Models

Software

Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop, Adobe Illustrator

Performance & Marketing

TikTok Ads, Meta Ads, YouTube Ads, Google Ads, NewsBreak, A/B Testing, Performance Data Analysis, CRO-Aligned Content, Creative Briefing, Shoot Guides

WORK EXPERIENCE

Video Editor / Content Media Specialist | CapsLock — Dubai, UAE (Remote)

01/2026 – 04/2026

- Contributed to a direct response campaign that generated 6-figure client revenue from a \$50 paid ad budget in the home improvement niche.
- Produced UGC-style short-form ads for TikTok, Instagram, YouTube, Facebook, and landing pages, structured with hook-body-CTA for maximum conversion performance.
- Collaborated with CRO and marketing teams to develop ad concepts, shoot guides, and campaign-aligned creative briefs.
- Edited high-performing videos with strong pacing, sound design, color grading, and motion graphics optimized per platform.
- Integrated AI tools including Runway, Kling, Seedance, Weavy, Higgsfield, and ElevenLabs into production workflows for faster ideation, voiceovers, and scalable content generation.
- Applied A/B testing insights and performance data to iterate and improve creative output across campaigns.

Photo & Video Editor | Behinfluence — Remote

02/2025 – 10/2025

- Produced conversion-focused short-form videos for influencer-driven campaigns targeting subscription growth and merchandise sales across TikTok and Instagram.
- Created social media content structured to drive direct audience action — clicks, subscriptions, and purchases — aligned with each creator's funnel goals.
- Designed custom graphics, animated GIFs, and motion graphics maintaining visual consistency across all deliverables.
- Applied color correction, grading, and special effects to enhance video quality across multiple concurrent projects.

Video Editor / Motion Designer | PECB — Pristina

05/2024 – 04/2025

- Produced 16-20 minute e-learning video capsules enabling professionals to complete internationally recognised ISO certification courses through PECB.
- Developed and animated motion graphics and slides for e-learning and corporate video content using Adobe After Effects.
- Collaborated with instructional designers and content developers to deliver projects on time across multiple concurrent productions.
- Mentored junior team members on editing workflows and visual consistency standards.

Video Editor & Graphic Designer | Premierë Studio — Pejë

09/2021 – 06/2024

- Produced video content for events, brand campaigns, and promotional materials across social media and digital platforms.
- Designed graphic assets and motion elements maintaining visual consistency across print and digital deliverables.
- Collaborated with clients to understand requirements and deliver creative solutions aligned with brand guidelines.

Video Editor & Photographer | Unique Studio Films — Pejë

08/2016 – 2022

- Built foundation in video production, photography, and motion design across event coverage and promotional content projects.
- Delivered consistent quality across diverse formats while developing technical precision and visual storytelling instincts.

EDUCATION

Bachelor of Science — Computer Science & Engineering

UBT — Pristina | 2018 – 2022

LANGUAGES

Albanian — Native | English — Professional