

DORART MUJA

Video Editor & Motion Designer

Direct-Response & Conversion Content

Pejë, Kosovo · Remote (CET)
4+ hrs daily overlap with US Eastern
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I edit short-form ads built to convert, not just to look good. Editing professionally since 2018, the last two years almost entirely on direct-response and UGC creative for paid social — 20 to 30 finished ads a week, three aspect ratios each, for US and Canadian clients. I have a Computer Science degree and I actually use it: node-based AI generation pipelines, custom Premiere Pro plugins wired to external APIs, and production treated as a system rather than a run of one-off edits.

Since 2018 editing professionally

20–30 / week finished short-form ads

3 formats delivered per video

PORTFOLIO

dorartmuja.netlify.app — full reel and breakdowns

- **Direct-Response & UGC Ad Reel** — Paid-social ads on hook-body-CTA structure — pain-point-to-solution spots, testimonial-style UGC and offer-led creative, in 9:16, 1:1 and 16:9.
- **AI-Assisted Production Work** — Generative video, AI b-roll and synthetic voiceover integrated with Premiere Pro and After Effects finishing.

EXPERIENCE

Freelance Video Editor

05/2026 – Present

Remote

- Direct-response and UGC ad creative for consumer brands, backed by a 17-piece portfolio that is entirely direct-response and UGC work.
- Node-based AI pipelines in Weavy pairing generative video, imagery and voiceover with conventional finishing — collapsing a 3–4 hour manual variation process into a near-immediate run.

Video Editor & Content Media Specialist

01/2026 – 04/2026

CapsLock — Dubai, UAE (Contract, Remote)

- Edited the top-performing creative in a paid social campaign for a home-services insurance client — a pain-point-to-solution spot flagged internally as the campaign's highest-return asset.
- Shipped 20–30 finished ads a week — 4–6 a day, each up to 30 seconds — building 2–3 hook variations per brief and mastering each in 16:9, 9:16 and 1:1.
- Specialised in home improvement and home services — insurance, roofing, windows, doors, kitchens, bathrooms and pools.
- One of 7 editors in a ~50-person production group; partnered with CRO, marketing and producers, and ran Runway, Kling, Seedance, Higgsfield, Weavy and ElevenLabs inside the workflow to scale variation.

Photo & Video Editor

02/2025 – 10/2025

Behinfluence — Netherlands (Freelance, Remote)

- Edited around 10 finished photo and video assets a day across a roster of roughly 10 creators, driving subscription and merchandise conversion on TikTok and Instagram.
- Owned deliverables and revision cycles end to end, async, with no daily supervision.

Video Editor & Motion Designer

05/2024 – 04/2025

PECB — Pristina (Contract)

- Produced complete e-learning courses across PECB's ISO certification catalogue, including ISO 27001 — 4 modules of 4 capsules each, at 16–20 minutes a capsule — a high-throughput model peaking at 16 finished capsules a day.
- One of 6 editors in a 30–40 person production group, building motion graphics and slide systems from e-learning scripts and design-team assets.

Earlier — Video Editor & Graphic Designer, Premierë Studio, Pejë (2021–24) · Video Editor & Photographer, Unique Studio Films, Pejë (2016–22)

TOOLKIT

Edit & Post — Premiere Pro · After Effects · Photoshop · Illustrator · Audition

AI Generation — Runway · Kling · Seedance · Higgsfield · Nano Banana Pro · ElevenLabs · Weavy

Paid Social — TikTok · Meta · YouTube · Google Ads · NewsBreak · A/B testing

Workflow — Notion · ClickUp · Drive · Ripple · async review

Engineering — Premiere plugins (CEP/UXP) · API integration · node-based AI pipelines

BSc Computer Science & Engineering · UBT Pristina, 2018–22 | Albanian & English | Independent contractor