






URWA BUTT

Professional Video Editor / Cinematic Story Teller

CONTACT

-  (+92) 326-9659825
-  info@urwabutt.com
-  Gujranwala, Pakistan

PORTFOLIO

Website: urwabutt.com

EDUCATION

BS Computer Science

Virtual University, Gujranwala

Nov 2022 – Present (Final Semester)

SOFTWARES

- Adobe Premiere Pro
- Adobe After Effects
- Adobe Audition
- Adobe Media Encoder
- Photoshop
- Filmora
- Canva

SPECIALIZATIONS

- Cinematic Storytelling
- Color Grading
- Motion Graphics
- Sound Design
- YouTube Content Editing
- Social Media Video
- High-Retention Editing

SOFT SKILLS

- Fast Turnaround
- Attention to Detail
- Creative Problem Solving

ABOUT ME

Results-driven Freelance Video Editor with 3 and half year of experience producing high-retention, cinematic content for YouTube channels and brand campaigns. Skilled in Adobe Premiere Pro, After Effects, Filmora, Adobe Audition, Adobe Photoshop and Canva with a strong command of color grading, sound design, and motion graphics. Proven ability to grow audience engagement, helped launch a YouTube channel (Map Glow) that achieved 19,400+ views and 146+ hours of watch time from zero. Delivered polished, professional edits for 30+ clients worldwide.

EXPERIENCE

- Freelance Video Editor**
Self Employed March - 2022 to Present
Edited 30+ video projects for clients across YouTube, social media, and brand campaigns worldwide.

Managed full post-production pipeline: story structuring, precision cuts, transitions, motion graphics, color grading, and sound design.

Maintained consistent, on-time delivery for 30+ clients while adapting editing style to match each brand's unique voice and audience.

Applied audience retention strategies — pacing, hook optimization, and visual storytelling — to maximize viewer engagement.

NOTABLE PROJECT

- Map Glow — YouTube Channel Launch** Oct 2025 – Present
Edited all video content for a brand-new YouTube channel focused on geopolitical storytelling.

Top-performing video: 'Why Guam Matters in a U.S.–China War' — with 91.7% average view duration.

Demonstrated ability to produce content that retains viewers and builds channel growth from scratch.