Gustavo Bonfim

Direct Response Video Editor • AI Creative Strategist

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SUMMARY

Performance-focused editor specializing in DTC, Meta and TikTok creatives, AI workflows, retention and hook optimization.

CORE SKILLS

- Direct Response Editing
- Creative Strategy
- UGC Ads
- Hook Testing
- Retention Editing
- AI Content Production

EDITING TOOLS

Premiere Pro
CapCut Desktop

AI TOOLS

Kling 3.0
Seedance
Omni
Nano Banana
Claude
ElevenLabs
Sora

LINKS

Portfolio (Notion)
LinkedIn
bonfimeditordr@gmail.com

EXPERIENCE

Direct Response Video Editor & AI Creative Strategist
Freelance • Remote

- Produced high-converting ads for DTC brands.
- Built Meta and TikTok creatives focused on CTR, retention and CPA.
- Created AI avatars, voiceovers and scalable creative variations.
- Worked with media buyers and copywriters.
- Delivered end-to-end production.

APPROACH

Every edit is built around one objective: conversion. Creative decisions are driven by hooks, retention, pacing and rapid iteration using AI tools.

WHAT I BRING

- Performance-first mindset
- AI-powered workflows
- Fast delivery
- End-to-end production
- Fluent written English