



# Anas Damra

---

Expert and Trainer in Media and  
Digital Content Production







## Expert and Trainer in Media and Digital Content Production

---

As a seasoned journalist and media professional, I specialize in producing documentaries, films, podcasts, and digital tools. My expertise extends to filmmaking, photography, and digital design training, enabling me to craft compelling visual narratives across diverse digital platforms. Furthermore, I specialize in strategic communication, impactful strategies, crisis management, online branding, and audience engagement. I provide tailored training sessions for organizations seeking to enhance their proficiency in these areas.







## Qualifications in Training

Over the past five years, I have continually enhanced my skills through various training programs. Since 2019, I have obtained certificates in Trainer Training from renowned institutions, including the American University of Beirut, DW Academy, Jordan Media Institute, and UNESCO. These certifications have equipped me with advanced techniques and methodologies in training delivery, curriculum development, and instructional design. I remain committed to staying abreast of the latest trends and best practices in media education and training.







## Training Method

In my training methodology, I prioritize assessing participants' needs before the training begins. Then, I meticulously prepare training materials tailored to these identified needs. During the design phase, I consider participants' ages, genders, and disabilities (if any). I incorporate interactive activities and games to ensure an engaging learning environment, departing from traditional lecture-style formats.

I conduct pre- and post-training evaluations to measure the impact on trainees. Throughout the training, general rules are established collaboratively with the participants to ensure a conducive learning atmosphere. The training involves dividing participants into groups, considering gender, age, and experience. I compile detailed reports on the training sessions and their outcomes upon completion.







# Samples Of Training







Royal Health Awareness Society - Jordan

2024

I conducted an interactive workshop, "Media, Leadership, and Community Organizing," for young men and women. The workshop focused on community organizing campaigns and the use of media in impactful tactics for social initiatives.

Collaborating with the participating youth groups, I developed hypotheses and strategies for their campaigns, incorporating media-driven tactics, interactive digital platforms, mobile applications, films, and podcasts.





PLAN international - jordan

2024

I conducted an intensive workshop that equipped participants to create professional visual content, specifically "Instagram Reels," using their mobile phones. The aim was to contribute to raising broader awareness of gender equality.

I guided participants through every stage of video production using mobile phones, from planning the shoot and selecting the right angles to capturing high-quality footage. We also focused on post-production, including video editing and adding necessary effects to achieve professional results.





## Generations For Peace - Jordan

**2024**

Designed specialized training sessions focusing on developing governmental media strategies, establishing trust, and effectively managing media crises in a dynamic and engaging manner.

Drawing upon my expertise, I crafted practical scenarios aimed at equipping participants, who were local government municipality leaders, with the skills to handle challenging media crises adeptly.

By the conclusion of the training program, attendees not only gained the confidence to navigate complex media crises but also developed sophisticated media strategies tailored to their respective institutions.





Rasheed  
(Transparency International-Jordan)

2023 - 2024

I train youth groups in utilizing digital tools to enhance accountability and community participation. I developed innovative ideas for advocacy campaigns, secured support, and transformed these concepts into digital formats. This included producing impactful films, creating digital platforms, developing phone applications, and launching engaging podcasts.

In addition to my training role, I actively accompanied teams in producing their digital tools and effectively supervised projects.





Mercy Corps - Jordan

2023-2024

Training sessions for youth groups aimed to enhance their proficiency in utilizing digital tools for active participation in public issues. Special emphasis was placed on skills related to filmmaking, photography, and podcast production, empowering participants to convey their messages effectively and engage with their communities.

Following the completion of the training, participants applied their acquired skills by producing their own projects, including photos, podcasts, and films using mobile devices.





Al Aman Fund

2023

I provided digital skills training for a group of Amal Fund beneficiaries, including mobile photography, graphic design using Canva, and website building using WordPress and Hostinger. The training aimed to broaden the youth's horizons and opportunities to work as freelancers in creative fields.







OXFAM

Oxfam - Jordan

2022

As a consultant and trainer, I effectively led a comprehensive media and communications capacity-building training program for five Jordanian partner organizations in collaboration with Oxfam. The objective of the training was to refine existing expertise and strengthen participants' internal systems, strategic thinking, approaches, and development of communications, media products, and Video production using a mobile phone







Search for Common Ground - Jordan

2020-2021

I train youth groups in utilizing digital tools, develop innovative ideas for campaigns, secure support, and transform these concepts into digital formats. I also actively accompany teams in producing their digital tools and effectively supervise projects.







Search for Common Ground - Jordan

2019 - 2020

Building capacity for the media communication department by training the communication team in basic skills to enhance the institution's media presence, including journalism skills, Mobile Journalism tools, digital tools, data analysis, and design. Ideas for campaigns, secured support, and transformed these concepts into digital formats. I actively accompanied teams in producing their digital tools and effectively supervised projects.







UNESCO

2019

As a Master Trainer for media and information literacy, I developed and implemented training programs among youth. The programs included critical thinking, fact-checking, digital safety, MOJO, and media production. I also collaborated with local organizations and schools to create sustainable partnerships for long-term impact. My work with UNESCO in Amman allowed me to gain valuable experience designing and delivering effective training programs to diverse audiences.





**T** h a n k   y o u



+962786321359



Anas.s.damra@gmail.com



www.anasdamra.com

