

# ANAS DAMRA

Communication Specialist | Impact Producer | Advocacy & Disability Inclusion

## Summary:

Communication Specialist working at the intersection of media, policy, and social change. Focuses on translating complex programs into clear, accessible communication grounded in real stories and field experiences. Designs communication strategies that enhance program visibility and audience engagement, with a strong focus on disability inclusion and collaboration with government institutions, NGOs, and international organizations.

## EDUCATION

**AL-Khawarizmi, JO**  
*TV, and cinema dep*  
2013

## LANGUAGES

**Arabic:** High-range  
**English:** Working proficiency

## **Consultancy & Project Experience**

### **Ibni Campaign** — 2020 - 2026

Led a national project to advance disability rights in healthcare. Key achievements:

- Conducted a nationwide assessment of disability-inclusive health services.
- Co-authored policy papers and a national training manual for healthcare staff, officially adopted by the Ministry of Health.
- Supported the production of accessible health brochures for persons with disabilities.
- Developed and delivered capacity-building programs for Ministry of Health staff, including in-person training and Training of Trainers (ToT) programs.
- Designed and coordinated a comprehensive e-learning course on disability-inclusive healthcare, accredited and hosted by the Health Care Accreditation Council.
- Built multi-sector partnerships bringing together the Ministry of Health, the Higher Council for the Rights of Persons with Disabilities, and the Health Care Accreditation Council to institutionalize inclusive health practices.

### **Jordanian National Commission for Women** — 2026

Led the development of a practical, rights-based guidance tool supporting the integration of persons with disabilities into institutional policies, programs, and service delivery. The guide translates national legislation and lived experiences into actionable steps across the project cycle, and was developed through participatory research, including focus groups and stakeholder consultations, to support inclusive practices, accessibility, and equitable participation.

### **Post-Production Producer — Khutwa Media**, 2023-2026

Led the post-production process for three seasons (30 episodes each) of the Ramadan television program, managing workflows from rough cuts to final delivery. Oversaw editing, storytelling, and technical quality, ensuring alignment with the program's narrative and emotional direction. Collaborated with multidisciplinary teams—including editors, motion designers, and sound engineers—to produce high-quality, impactful content. The program consistently ranked among the most-watched shows during Ramadan.

### **Documentary Film Producer** — 2024 - 2025

Produced a documentary film funded by IM Swedish Development Partner, examining the challenges and opportunities faced by women-led cooperatives in Jordan through a human-centered, year-long narrative. The film combines personal stories with structural analysis to explore alternative economic models and highlight barriers to collective production. Following its premiere at the Karama Human Rights Film Festival, the project sparked dialogue among stakeholders. It contributed to policy discussions, leading to recommendations to establish Jordan's first women-led cooperative union.

### **Information and Research Center (IRCKHF)** — 2025

Led the development and production of AI-powered advocacy videos, transforming human rights issues into high-impact visual narratives that increased reach, engagement, and public awareness.

### **Rasheed (TI-Jordan) Nazaha Project** — 2023 - 2024

Led and delivered training programs for youth on the use of digital tools—including AI applications—to strengthen accountability and community participation. Supported the development of advocacy campaigns and guided teams in transforming ideas into practical digital solutions, including films, digital platforms, mobile applications, and podcasts. Provided ongoing technical mentorship, supervised project implementation, and supported multiple teams throughout the full development lifecycle of their initiatives.

### **Generations For Peace - Jordan** — 2024

- Designed specialized training sessions on governmental media strategy, trust-building, and media crisis management for local government institutions.
- Developed practical crisis communication scenarios to strengthen participants' ability to respond effectively to complex media situations.
- Equipped municipality leaders with skills to manage media crises and develop institutional media strategies.
- Facilitated interactive training sessions to enhance confidence, decision-making, and strategic communication during crises.

### **Mercy Corps Jordan** — 2023

Training sessions for youth groups to enhance their proficiency with digital tools for actively engaging with public issues. The training specifically emphasized skills in filmmaking, photography, and podcast production.

### **Sowt Podcast** — 2019 -2021

**Takatof Podcasts:** Series of 15-minute dialogues, reflecting on the Syria crisis, 10 years on. The public will hear the voices of refugees from Syria.

**Ma Alamal Podcast:** About Labor Rights and The Daily Struggles Of Migrant and Local, Produced and hosted (2 sessions).

**Podcast Lahtha:** Podcast for Al Jazeera about "Assassins" and Political Assassinations.

### **Search for Common Ground Jordan** — 2020

- Trained youth groups to use digital tools, develop innovative campaign ideas, and secure institutional support.
- Supported teams in transforming campaign concepts into practical digital tools and platforms.
- Guided project implementation and strengthened teams' capacity to manage and deliver digital advocacy initiatives.

### **Tamkeen Fields for Aid** — 2020

- Built the capacity of the media and communications department through a six-month training program for the internal communications team.
- Delivered training on journalism skills, digital tools, data analysis, and basic design to strengthen the organization's media presence.
- Supported the team in improving content production and the effective use of digital communication platforms.

### **UNESCO** — 2019

- Served as Master Trainer for media and information literacy, developing and implementing youth training programs.
- Delivered training on critical thinking, fact-checking, digital safety, and media production.
- Collaborated with local organizations and schools to establish partnerships supporting long-term program impact.

## **EXPERIENCE**

### **Exposure For Media Production, JO**— *Production Manager*

JUN 2019 - JUN 2023

- Executive Producer leading a team of 12 in producing feature films and TV programs, and managing the production process, budgeting, and scheduling.
- Collaborate with partners to ensure project goals are met.
- Oversee production as a creative producer.

## **Ahel For Community Organizing, JO— *Media consultant***

MAY 2019 - JUNE 2020

- Oversaw and coordinated the organization's online presence, including website management, social media platforms, and digital advocacy campaigns.
- Created and executed digital marketing strategies to expand audience reach and strengthen engagement.
- Analyzed web traffic and user metrics to improve content performance and campaign effectiveness.
- Maintained brand consistency across all digital channels.

## **(ARIJ) Arab Reporters for Investigative Journalism, JO— *Digital Media Specialized***

JAN 2018 - MAY 2019

- The Digital Director role included analyzing and visualizing data and customizing digital marketing strategies for content across three online solutions: web design, digital marketing, and social media. I also designed and programmed interactive landing pages for surveys and supported the organization's digital transformation by developing digital processes and workflows.
- During this period, I also produced the first Arabic investigative podcast examining the integration of persons with disabilities in Jordanian public schools, in collaboration with ARIJ and Sowl.

## **(SCHS) Sharjah City for Humanitarian Services, UAE— *Digital Media and SM Manager***

DEC 2015 - JAN 2018

- Established a media production and training center for persons with disabilities.
- Conducted research on media coverage related to the rights of persons with disabilities in UAE newspapers.
- Write press releases and media messages for the organization.

## **Journalism & Media Production Experience, JO**

NOV 2010 - DEC 2015

Built foundational expertise in storytelling and content production through roles as a reporter, editor, and multimedia journalist across leading Jordanian media outlets. Covered governance, human rights, and socio-economic issues, translating complex topics into accessible narratives for public audiences, and contributing to the development of digital media platforms.

*Community Media Network (CMN) | Roya Media Group | Al-Arab Al-Youm | JO24 | Ammon News*

## **PROFESSIONAL DEVELOPMENT & FELLOWSHIPS**

### **Impact Makers Program — UAE (2026)**

Selected among regional participants in the "Impact Makers" initiative, led by the International Humanitarian Affairs Council in collaboration with the New Media Academy. The program focuses on digital communication, humanitarian storytelling, and media strategies to support impactful development narratives.

### **AFLAMUNA Fellowship — Lebanon (2023)**

Selected as an Impact Producer Fellow, contributing to the development of impact strategies for documentary films addressing social and human rights issues. Worked on leveraging storytelling to drive engagement, dialogue, and social change through film.

## **AWARDS**

- The best investigation into human rights transgressions - awarded by JHR for integrating persons with disabilities in public schools in violation of supporting laws (2019).
- Produced a full movie about the violation of journalists in Jordan, which was shown at several festivals (2013).
- Won the fourth-best photo prize at the Images Festival in Hamburg, Germany (2011).

## **Public Engagement**

### **The Higher Council for the Rights of PWD** — 2022 - 2026

Board of Trustees member and Media Committee member, representing families of persons with disabilities.

### **Bihimouna Campaign** — 2019 - PRESENT

The "Bihimouna" campaign, which translates to "We care about them," promotes access to healthcare insurance through community organizing. Beginning with just eight mothers of children with disabilities in the Gaza camp on the core team, the campaign has grown to include 27 mothers who mobilized 330 others to sign a petition demanding healthcare.

### **Cerebral Palsy Foundation** — 2023- PRESENT

Responsible for providing strategic and operational oversight for activities related to the conception, design, creation, development, and production of diverse media content, including video, audio, graphics, and multimedia. These efforts aimed to engage and communicate with various audiences, both internal and external stakeholders. and managed impactful advocacy campaigns supporting the rights of individuals with disabilities, effectively raising awareness and contributing to positive change.

## **Skills**

### **Communication & Content:**

Strategic communication  
Storytelling & content development  
Stakeholder engagement  
Advocacy & campaigns

### **Production:**

Filmmaking  
Creative Producer  
Podcast production  
Photography & videography

### **Design & Tools:**

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects)  
Figma

### **AI & Digital:**

AI-generated visuals & video  
AI-supported design workflows  
AI-assisted content development