

# Duha Khaled Abu Yahia

Amman, Jordan, 11134

[Duhaabuyahya@gmail.com](mailto:Duhaabuyahya@gmail.com)

+962781101492

[LinkedIn Account](#)

## SUMMARY

---

Communications Specialist with over 4 years of experience in media, content creation, strategic communication, advocacy campaigns, and project management, particularly in development sectors. I have successfully designed and executed impactful communication strategies that have driven policy change and elevated public awareness, particularly in sustainability and environmental issues.

My experience includes producing content across formats like press releases, articles, social media posts, and knowledge products, and I am proficient with digital communication tools and platforms. I have represented Jordan internationally, advocating for environmental causes, and am dedicated to building media capacity to strengthen civil society.

## PROFESSIONAL EXPERIENCE

---

### Abdul Hameed Shoman Foundation (AHSF)

[Sep-2021] - [Present]

Communication Specialist | Amman

- **Communication Strategy Development:** Created and executed strategic communication plans aligned with AHSF's goals, focusing on cultural and scientific advocacy.
- **Informative Publications:** Produced and edited content across formats (booklets, press releases, and internal newsletters) with an emphasis on clarity, accuracy, and consistency.
- **Content Development:** Led content creation for various platforms, including AHSF's website, social media channels, newsletters, and blogs, tailoring messages for different audiences to maximize engagement.
- **Performance Monitoring:** Established key performance indicators (KPIs) and tracked metrics, including website traffic, social media engagement, and media mentions, to evaluate and optimize communication efforts.
- **Project Management:** Planned and managed multiple projects, defining scope, goals, timelines, and budgets, and overseeing implementation to ensure timely and quality deliverables.
- **Research and Analysis:** Conducted communication research and case studies in fields such as culture, sustainability, and science. Analyzed policy issues to inform strategic messaging and identify advocacy opportunities.
- **Stakeholder Engagement:** Engaged with media partners and key stakeholders to strengthen AHSF's visibility, coordinate events, and promote programs, ensuring impactful outreach.

### I Dare for Sustainable Development

[Nov-2020] - [Mar-2021]

Scientific Content Creator | Amman

- Developed high-quality, accessible content for sustainability and advocacy campaigns, supporting I Dare's mission to raise awareness on gender equality, social justice, and climate change.

- Designed narrative-driven campaigns that encourage public engagement with critical issues, ensuring scientific accuracy while maintaining public accessibility.

**Phi Science Institute**

**[Apr-2020] – [Apr-2021]**

Scientific Content Creator | Amman

- Translated complex scientific concepts into clear, engaging content for students and the public, improving science literacy and fostering interest in scientific research.
- Edited scientific publications for accuracy and clarity, supporting Phi Science’s objective to make research accessible to a broader audience.
- Developed outreach content strategies to increase public engagement with science, consistently adapting to new scientific trends and communication best practices.

**EDUCATION AND TRAINING**

---

**International Relations and Diplomatic Studies | Jordan University**

**[Oct-2024]– [Present]**

*Master’s Degree*

Focus on modern communication tools, policy-making, and international relations, equipping me with diplomacy skills essential for addressing global issues in human rights and sustainable development.

**Leadership in Media Certificate | Jordan Media Institute**

**[Apr-2024] – [Present]**

*Professional Certification*

A project funded by USAID, I have been selected for a specialized program on media leadership, covering strategic communication, journalism, advocacy, and public outreach, with a strong emphasis on modern media tools.

**Agricultural Engineering | Hashemite University**

**[Feb-2017] – [Jun-2021]**

*Bachelor’s Degree*

Specialization in sustainable development, climate change, and resource management, providing a solid foundation in environmental and sustainability topics.

**Additional Training**

<b>[Managing Successful Field Research]</b>   [World Bank Group]	[2024]
<b>[Digital Journalism]</b>   [Reuters]	[2024]
<b>[Arabic Language Writing and Editing]</b>   [Arij]	[2024]
<b>[SPSS Introduction]</b>   [Abdul Hameed Shoman Foundation]	[2023]
<b>[Freedom and democracy]</b>   [Gustav Stressman Institute]   [Germany]	[2023]
<b>[Effective online presence]</b>   [Aljazeera Media Institute]	[2023]
<b>[Content writing for Twitter]</b>   [Aljazeera Media Institute]	[2023]
<b>[Search engine optimization and content marketing]</b>   [Online]	[2022]
<b>[Documentaries films writing]</b>   [Abdul Hameed Shoman Foundation]	[2022]
<b>[Online journalism]</b>   [Online]	[2021]
<b>[Science storytelling]</b>   [Goethe Institute]	[2020]

[**Recycling of resources from waste**] | [Swedish University of Agricultural Sciences] [2019]  
[**Scientific research**] | [Abdul Hameed Shoman Foundation] [2017]

## COMMUNITY AND VOLUNTEER WORK

---

**Digital Media Producer | IEEE Hashemite University Branch** [Oct-2018] – [May-2020]  
Produced visual and written materials to enhance scientific engagement and knowledge-sharing among students and researchers.

**Student Mentor | Hult Prize** [Sep-2019] – [Apr-2020]  
Guided students in the Hult Prize competition, supporting them in tackling social issues through entrepreneurial solutions, particularly in sustainability and unemployment.

**Partly Events Coordinator | Phi Science Institute** [Jan-2018] – [Jan-2020]  
Organized scientific conferences and public engagement events, promoting scientific research and its applications in Jordan.

## AWARDS AND HONORS

---

**Exchange Training Program Participant** – Gustav Stresemann Institute, Berlin (2023)

**Research Fellow** – Remote Closeness, Goethe Institute (2022)

**Jordan Delegate**, Youth4Climate Event – UNFCCC, New York (2022)

**Jordan Delegate**, Pre-COP26 – Ministry of Ecological Transition, Italy (2021)

**Hult Prize Regional Participant** – Tunisia (2019)

## SKILLS

---

**Content Creation:** Skilled in producing articles, videos, and infographics tailored for diverse audiences.

**Digital Content Management:** Proficient in managing content on digital platforms, including social media and websites.

**Strategic Communications:** Expertise in designing and implementing strategic communication plans.

**Project Management:** Skilled in planning, executing, and managing projects, with a focus on timelines, budgets, and quality outcomes.

**Media Relations:** Strong experience in press release writing, media outreach, and engagement.

**Analytical Skills:** Skilled in using analytics tools (Google Analytics, Facebook Insights) for performance evaluation.

## LANGUAGES

---

[**Arabic Language**] (Native Speaker), [**English Language**] (Proficient) .