



Salma Abdo

Producer, Media Strategist

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Current Job Title

Creative Producer & Media Strategist / Filmmaker

Years of Experience

15+ years

Regions of Expertise

Germany / Europe
Middle East (Syria, Jordan, UAE, Turkey)

Language Proficiency

Arabic – Native / Bilingual
English – Full Professional
German – Professional Working

Notice Period

4 Months

Education Level

Diploma in Filmmaking – Light Art Film Academy (2012–2013)
Plus extensive professional experience in media, film, and communications

Primary Skill

Media production & creative direction (film, video, storytelling)

Secondary Skills

Post-production (video editing, sound design, color grading)
Strategic communications & PR
Social Media Management
Web Design
Graphic Design & Layouts
Campaign development
Project coordination
Event documentation
Multilingual & inclusive media formats

Salma Abdo is a filmmaker, media producer, and PR specialist based in Cologne, Germany, with roots in Damascus. Since beginning on Syrian film sets in 2006, Salma has built a cross-border career spanning Syria, the UAE, Jordan, Turkey, and Germany — working across film, audio, design, and storytelling formats.

Their work focuses on creating inclusive media that amplifies marginalized voices, promotes LGBTQI+ safer spaces, and supports pro-democracy, anti-racist narratives. With expertise in post-production, sound design, and conceptual media development, Salma brings together artistic precision and political clarity to craft narratives that reflect complexity, resilience, and collective imagination.

Drawing from lived experiences of xenophobia and displacement, Salma's media practice serves as both creative expression and social intervention. Their projects emphasize empowerment, participatory placemaking, and diverse representation, aiming to shift dominant narratives and contribute to long-term cultural change.

Rooted in abolitionist, feminist, and anti-colonial values, Salma approaches storytelling as a political act — a tool to reclaim memory, challenge injustice, and build transformative futures. In recent years, they have played an active role in Germany's pro-democracy media landscape, supporting campaigns and platforms that center community-led change.

As part of the Cologne-based collective In-Haus e.V., Salma continues to develop and support media strategies that bridge art, activism, and healing.

2018 - Present

Creative Producer & Media Strategist
In-Haus e.V., Cologne, Germany

I work at the intersection of media production, political education, and community-based storytelling. My role combines creative direction, hands-on production, and strategic communication for social justice-oriented projects.

Key responsibilities and achievements:

- Conceptualizing, producing, and editing audiovisual content (documentary films, campaign videos, event documentation, social media formats)
- Creative direction for exhibitions, workshops, cultural events, and political education projects
- Full post-production workflow: video editing, sound design, subtitling, color grading
- Developing communication and PR strategies for non-profit and community organizations
- Collaborating with artists, activists, educators, and institutions on participatory media projects
- Designing inclusive, multilingual formats addressing migration, queerness, anti-racism, youth empowerment, and democratic participation
- Managing media workflows, timelines, and interdisciplinary teams

2016-2018

Film Producer
REDx Media Production, Germany

Worked as a producer on film and media projects with a focus on documentary and cultural content.

Responsibilities:

- Project development and production coordination
- Budget planning and logistical organization
- Supervision of filming and post-production processes
- Coordination between creative teams, technical crew, and clients

2016

Freelance Filmmaker
WDR (Westdeutscher Rundfunk), Germany

Worked as a freelance filmmaker contributing to Arabic-language and migration-related content.

Responsibilities:

- Video production and editing for broadcast formats
- Research and development of story concepts
- Technical execution and post-production support

2015

Video Editor / Promo Director / Documentary Editor
Orient TV, Middle East

Responsibilities:

- Editing promotional content and documentary material
- Color grading and visual consistency
- Fast-turnaround editing for broadcast deadlines

2015

Video Editor / Data Archivist
Idea Media Production, Istanbul, Turkey

Responsibilities:

- Video editing for promotional and documentary projects
- Media archiving and data management
- Technical organization of post-production assets

2014

Post-Production Supervisor
D&B Media

Responsibilities:

- Supervising video editing, sound design, and color grading
- Managing post-production workflows
- Media archiving and quality control

2014

Radio Director
Sout Raya Radio

I was responsible for managing and delivering multiple radio productions across both on-air and off-air formats. My role covered the full production cycle, including editorial planning, production, technical execution, and broadcast delivery.

Responsibilities:

- Live and off-air radio directing
- Editorial planning and content supervision
- Producing analytical reports and programming evaluations

2012

Radio Producer
Community Media Network, Amman, Jordan

After completing internal training in journalistic reporting, I took on responsibility for training and mentoring new interns. I supervised their full reporting process, from research and story development to recording, editing, and publication, with a focus on technical quality and ethical storytelling.

Responsibilities:

- Producing radio content focused on community issues
- Supporting beginner reporters with technical training
- Social media and website content management

You can find More projects and Media on my website:
www.salmaabdo.com