

Heba Al-Refai

hebare18@gmail.com | 0797126696 | Irbid, Jordan | [linkedin.com/in/heba-alrefai-60840b255](https://www.linkedin.com/in/heba-alrefai-60840b255)

Job Title

Social Researcher & Community Facilitator in Advocacy, Climate Justice, and Sustainability

Professional Summary

A Social Researcher and Community Facilitator with extensive field experience in designing and managing sustainable development initiatives, climate advocacy, and social inclusion. Possess advanced expertise in community mobilization, field data collection and analysis, and drafting policy papers on local environmental, water, and social affairs. Founder of environmental and development enterprises, skilled in leveraging modern technologies such as applied AI and digital tools, alongside utilizing interactive theatre and the arts as innovative tools for awareness and advocacy.

Education

- **Bachelor's Degree in Sociology and Social Work**
Yarmouk University – Irbid, Jordan | Rating: Very Good | (2019 – 2023)
-

Work & Professional Experience

- **Executive Director & Founder | Ajjal Green Project (11/2025 – Present)**
 - Established and developed a home-based environmental enterprise focused on sustainability and environmental awareness.
 - Designed and produced eco-friendly agricultural packages and kits tailored for households and youth to promote sustainable behavior.
 - Managed partnerships, marketing, product development, and integrated environmental education with hands-on practice.
- **Survey Researcher & Technical Assistant | Masari Project (07/2026 – Present)**

- Executed field surveys and accurately collected data to support social and developmental research.
 - Provided organizational and logistical support in data entry and management, as well as event coordination (e.g., Masar 101 Forum).
 - **Campaign Lead – "Hay'ana Lak" | Iddoun Association & Terre des Hommes (2024 – 2025)**
 - Led an advocacy campaign aimed at adapting public parks and spaces to be inclusive of persons with disabilities.
 - Conducted training sessions for school students on social inclusion, disability rights, and advocacy mechanisms.
 - **Community Coordinator & Social Researcher | Iksab for Sustainable Development (09/2024 – 11/2024)**
 - Led community mobilization activities, structured field surveys, and analyzed data to inform decision-making processes.
 - **Case Manager & Field Researcher | Syrian American Medical Society (SAMS) (08/2024 – 11/2024)**
 - Collected socio-health data, managed individual cases, and coordinated with multidisciplinary teams.
 - **Initiatives Coordinator | Rawabet Al-Salam Workshop Association (02/2024 – 06/2024)**
 - Marketed training programs, implemented interactive educational activities, and monitored/evaluated initiatives (e.g., "Hala & Eid" initiative).
-

Development Initiatives & Projects

- **Founder & Initiative Designer | Anbaq Project (*In Planning & Founding Phase*)**
 - Planning a community development initiative aimed at sustainable growth, community development, and local empowerment.
 - **Advocacy Programs & Campaigns:**
 - **Campaign Lead – "Maladh" (Educational Counselor) | Liwan Foundation & Najahuna Program:** Led and managed a community advocacy campaign to enhance the role of educational counselors and improve psychosocial counseling environments in schools.
 - **Climate Change Ambassador | Save the Children:** Contributed to drafting policy papers on rainwater harvesting and water governance in Northern Jordan, and actively engaged in climate justice sessions.
-

Specialized Training & Certifications

- **Applied Artificial Intelligence (In Training)** | Vocational Training Corporation (VTC).
 - **Interactive Theatre (In Training)** | Grant from Abdul Hameed Shoman Foundation.
 - **Policy Paper Drafting & Advocacy (In Training)** | Karak Castle Center for Consultations and Training.
 - **Data Analysis (In Training)** | LinkedIn Learning & Game.
 - **Digital Skills & Digital Marketing** | Ministry of Digital Economy and Entrepreneurship & NMK Company.
 - **Policy Papers & Advocacy** | Liwan Foundation.
 - **Career Guidance & Counseling** | Partners for Better.
 - **Artificial Intelligence (Coding Projects)** | Q2 Impact.
 - **Green Technology (Clean Technology)** | GreenTech.
 - **Design Thinking & Problem Solving** | Save the Children.
 - **Acting & Theatre Performance** | Jordanian Artists Association.
 - **Establishment & Management of Protected Agriculture** | Jordan Engineers Association.
 - **Life Skills & Career Counseling** | Business Development Center (BDC).
 - **Gender-Based Violence (GBV)** | Syrian American Medical Society (SAMS).
 - **Psychosocial Support (PSS)** | Yarmouk University & Afaq Center.
 - **Press Report Writing & Voiceover** | Crown Prince Foundation.
 - **Emotional Intelligence** | Crown Prince Foundation.
 - **Child Protection & Security Referrals** | Islamic Relief.
 - **International Computer Driving Licence (ICDL) & Advanced Excel** | ABE Academy.
 - **Training of Trainers (TOT) & Human Resource Management** | ABE Academy.
-

Personal & Technical Skills

- **Research Skills:** Drafting policy papers, field and survey data collection & analysis, writing evaluation reports.
- **Technical Skills:** Applied Artificial Intelligence tools, Data Analysis tools, Design Thinking methodologies, Digital Marketing, Microsoft Office Suite (Advanced Excel), and Graphic Design via Canva.
- **Field & Facilitation Skills:** Leading advocacy campaigns, interactive theatre facilitation, community mobilization, social inclusion for persons with disabilities.
- **Languages:** Arabic (Native) | English (Good: Reading, Writing, Speaking).