



CREATIVE FILM & STORYTELLING STUDIO

STORIES

Beyond

FRAMES

WE TURN IDEAS, PEOPLE, AND REAL MOMENTS INTO STORIES THAT CONNECT WITH AUDIENCES.

Baraa Studios is a Doha-based film studio working across filmmaking, storytelling, visual content, creative direction and cinematography. The studio is led by story: the idea comes before the image, and every frame is chosen. From concept and treatment through production and the final cut, the work is made to be watched deliberately — commercials, brand films, music videos, documentary and narrative content.

A film is made twice: once when it is shot, and again when it is cut. We work for the second one. Raw material only becomes a story when someone decides what belongs in the frame and what does not.



**FROM THE
IDEA
TO THE FINAL
CUT.**

DOHA, QATAR

BARAA ABUMAHFOUD

Creative Director · Filmmaker · Narrative Content Director · Doha, Qatar

1.3M

VIEWS ON ONE NARRATIVE
EPISODE

A practice rooted in visual storytelling — direction with a point of view, across commercials, brand films, music videos and narrative content.

Founded by Baraa Abumahfoud — a Doha-based Creative Director, Filmmaker and Narrative Content Director — Baraa Studios is shaped by a practice rooted in visual storytelling.

His experience spans film direction, advertising, branded content, documentaries and narrative-led digital work — from concept and story architecture through production and post-production. The studio carries that same approach into every project: strong ideas, deliberate images, and stories built to connect.

SELECTED EXPERIENCE

- Creative & film direction — commercials, brand films & music videos
- Narrative Arabic content & documentary storytelling
- End-to-end production, cinematography & post-production supervision
- Sports-channel promo direction — ALKASS Sport Channels
- One narrative episode surpassed 1.3M views

EDUCATION

B.A. Journalism & Communication — Radio & TV Broadcasting, Yarmouk University (Honors)

Cinematic Studies Workshop — The Royal Film Commission, Jordan

FROM THE IDEA TO THE FINAL CUT.

A studio built around direction and story — separate pieces edited into work that moves people.

01

**CREATIVE DIRECTION
& DEVELOPMENT**

02

**FILM & COMMERCIAL
PRODUCTION**

03

**DOCUMENTARY &
ORIGINAL STORYTELLING**

04

**DIGITAL CONTENT &
BRANDED SERIES**

05

**PODCASTS &
MEDIA FORMATS**



SEE EVERY SERVICE
baraastudios.com/services

SEPARATE PIECES, ONE STORY.

Five stages, run the same way every time — so the shoot is calm and the cut is inevitable.

01

CONCEPT

Idea, story architecture and treatment. We agree on what the film is before a camera is touched.

02

PRE-PRODUCTION

Scripts, boards, shot lists, casting and schedule — the plan that makes the shoot calm.

03

PRODUCTION

On set. Direction, camera and performance, captured with intent.

04

POST- PRODUCTION

Edit, colour, sound and motion — where the story is finally found.

05

DELIVERY

Masters and cut-downs, delivered for every screen the work will live on.

THE FILMS, IN ORDER OF INTENT.

TVC

AL ANNA STUDIO PROMO

ALKASS Sport Channels



MUSIC VIDEO

CADILLAC

Bigsoof

BRAND VIDEO

LENSES MEDIA

Lenses Media

ADVERTISEMENT

WAQTAH APPLICATION

Waqtah

SOCIAL CONTENT

SHORT FORM, SAME STANDARD.

Reels, social campaigns, and original stories
— created for digital audiences with the
same cinematic vision and creative
standards as our films.



SEE ALL WORK
baraastudios.com/work

HAVE A STORY IN *mind*?



Tell us about the idea, the people or the moment. The studio will come back with a considered next step.

STUDIO INBOX

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