

Amr Kawji Makes Complex Stories Easy to Watch

The senior producer and cinematographer has 10+ years across news, tech, and finance, two nominations (Webby and Emmy), and work that has passed 100 million views.

Chicago, Illinois Oct 6, 2026 ([IssueWire.com](https://www.issuewire.com)) - Most people scroll past most of what they see. The producers who get them to stop are the ones who make a story easy to follow. Amr Kawji is a senior video producer and cinematographer who does that for a living.

Kawji works in brand storytelling, short-form social content, and AI-assisted production. He has spent more than ten years making videos about news, technology, and finance, turning complicated subjects into videos people want to finish. His work has reached over 100 million views and has been nominated for a Webby Award and an Emmy Award.

Clarity comes first

[Amr Kawji](#) believes that if a story is hard to follow, the problem lies with the storyteller, not the viewer.

He developed that view across three demanding areas. News needs speed, accuracy, and editorial judgment. Technology means turning jargon and abstraction into something a viewer can picture. Finance means making numbers, markets, and risk matter to people who don't follow them every day. Moving between the three taught him to put clarity first on every project.

"Every project starts with the same question: what does the viewer need to understand, and what's the most direct, visually engaging way to get them there?" says Kawji. *[Quote is a draft for Amr's review and approval.]*

His videos combine strong narrative structure with purposeful cinematography, tight editing, and graphics that explain rather than decorate. The aim is to respect the viewer's time and intelligence.

One producer from concept to delivery

Kawji handles creative direction, cinematography, digital storytelling, and modern production techniques, so he can take an idea from first concept to final delivery. For brands, that covers several kinds of work.

Brand storytelling means narrative-led video that conveys a company's identity, values, and expertise without feeling like an advertisement. Short-form social content is vertical and fast, built for platforms where the first few seconds decide whether anyone keeps watching. His cinematography covers interviews, product features, and documentary-style pieces. In AI-assisted production, he uses newer tools to streamline workflows and deliver faster without lowering quality.

AI as a tool, not the storyteller

Kawji uses generative and AI-assisted tools in his own workflow. His view is practical: they work best when they support human storytelling rather than replace it.

Used well, they can speed up research and editing, help with concept development, and open visual approaches that smaller teams and tighter budgets once couldn't reach. Deciding what to include, what to cut, and how to build tension and payoff still falls to the producer.

That matters for brands working in a fast-changing media environment, where audiences are increasingly sceptical of synthetic content and pay closer attention to authenticity. Kawji's news background, where credibility matters above all, shapes how he approaches new technology responsibly.

Built for more than one screen

People now watch video on social feeds, streaming platforms, websites, and newer formats. A single story may need to work as a 30-second vertical clip, a longer feature, and a set of shareable moments.

Kawji plans for those formats at the start rather than adapting the story afterward, so it holds up wherever it appears. He builds for the audience a brand actually has, with clear visual communication and engaging storytelling.

Recognition and reach

More than 100 million views show that his work reaches large audiences. The Webby Awards honour excellence on the internet, and the Emmy Awards recognise achievement in broadcast and television. Kawji has been nominated for both. That combination of reach and craft is useful to [brands](#), publishers, and media organisations competing for attention.

About Amr Kawji

Amr Kawji is a senior video producer and cinematographer with more than ten years of experience creating content across news, technology, and finance. He specialises in brand storytelling, short-form social content, and AI-assisted production. His work has reached over 100 million views and has been nominated for Webby and Emmy Awards. Kawji is known for making complex stories easy to watch, combining creative direction, cinematography, and modern production techniques to deliver clear, engaging content for brands and online audiences.

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