

Ashna Ali

Co-founder, Director of Strategy of
Anti-Heroine Media

Twitter: @AshnaAli

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About Ashna

Ashna is a Kurdish-Canadian activist, artist, and feminist design strategist based in Toronto, Canada. Driven by endless curiosity and humility, Ashna is passionate about using technology and art to reclaim our collective agency both on and offline.

With years of experience in the nonprofit sector, in 2020, she co-founded Anti-Heroine Media, a creative communications studio that foregrounds storytelling for social change. Bridging feminism and design, Anti-Heroine Media applies an intersectional lens to all of its work, centering accessibility and inclusion to reduce barriers for those who are so often overlooked. Since its inception, the firm has worked with a number of social good organizations including the Canadian Federation of Students, Oxfam Canada, the Enchanté Network, the Donor Committee for Enterprise Development, and Global Affairs Canada.

Ashna previously strategized digital campaigns for global feminist coalitions, including a convening to the Korean Demilitarized Zone (DMZ) where she captured the call for women's meaningful inclusion in the Korea peace process. In line with her work in foregrounding underrepresented voices, Ashna also led the communications for InterviewHer, a tool for journalists to connect with women experts on conflict and security. She has spoken about women's meaningful participation in peace movements at the Senate of Canada, Parliament Hill, and the Global Affairs Department of Foreign Affairs.

Ashna studied Anthropology at Western University in London, Ontario where she also sat on the board of Anova: A Future Without Violence from 2016-2017.

Find her on Friday nights eating ramen and watching Boy Meets World in her cozy downtown studio.



Expertise

- Intersectional feminist business structure
- Feminist work culture and care
- Strategic digital communications for social good organizations
- Art and storytelling for social justice
- Building engaging progressive campaigns
- Meaningful representation in media

Book Ashna

Ashna is available for keynote speeches, workshops and panels.



wisdom2action.org/bookashna

Speakers
Bureau

Past Speaking Engagements

- February 9, 2023: Social Media for Social Change:
A Conversation with Anti-Heroine Media
 - <https://www.instagram.com/p/Coc0lj4Jdpp>
- May 14, 2021: Alongside co-founder of Anti-Heroine Media, Hayley Rivier-Gatt, was a guest-speaker for a graduate level gender based analysis course at the University of Ottawa, discussing Anti-Heroine Media's approach to feminist communications and storytelling.
 - <https://twitter.com/aheroinemedia/status/1395446122437660673?s=20&t=QEKQhYoX615ITaJjG-BGUQ>
- May 1, 2020: I led a workshop on effective communications strategies for activists, for Leading in Colour, a community organization exclusively by and for racialized youth under 30.
- March 8, 2020: I sat on an International Women's Day panel organized by the Gender Equality Division (MGS) at Global Affairs Canada, hosted by Canada's Ambassador for Women, Peace and Security, Jacqueline O'Neil, where I spoke about Beijing+25, the importance of representation in media, and how it relates to women's meaningful inclusion in peace processes.
 - <https://twitter.com/AshnaAli/status/1236735729130188800>
 - <https://twitter.com/isahasmartin/status/1236141785883250689?s=20&t=QEKQhYoX615ITaJjG-BGUQ>
- December 10, 2020: I testified at Parliament Hill for a Human Rights Day roundtable, where I spoke about Canada's role in protecting women human rights defenders globally.
 - <https://twitter.com/NobelWomen/status/1204872497126158336>
- 2020: I planned and hosted training sessions on digital media and activism for Nobel Women's Initiative's Sister-to-Sister leadership program.

