



Batoul Akkad

Entrepreneur and Content Creator in Media & Digital Marketing

Syrian - United Arab Emirates

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Who is Batoul Akkad

Batoul Akkad is a Syrian entrepreneur and content creator based in the United Arab Emirates who has successfully established a prominent professional identity in the world of digital media. Although her academic background is in Information Technology (IT), her passion for content creation drove her to hone her skills through specialized online courses and extensive hands-on experience. Akkad is the founder of Kad Studios, a Dubai-based media production and social media marketing agency. The agency specializes in the healthcare sector, providing integrated services that include professional video production, content creation, and social media management for medical clinics and healthcare brands across the UAE. In addition to her entrepreneurial role, Batoul has built a strong presence as a fashion and lifestyle content creator. She engages her audience across platforms like Instagram and TikTok with diverse content that blends fashion, comedy, and storytelling from her daily life. Her close professional collaboration with Ghaith Akkad is notable, as they co-manage media projects, reflecting a shared vision and a capacity for delivering high-quality work, including projects for government entities. Her career path exemplifies a successful professional pivot built on self-directed learning and the continuous pursuit of passion.

Achievements of Batoul Akkad

Batoul Akkad founded Kad Studios in Dubai, successfully positioning it as a specialized media marketing agency for the healthcare sector. The company provides comprehensive solutions for clinics and medical institutions in the UAE, building a strong reputation for the agency in this competitive niche. She has cultivated an influential presence as a content creator, offering a unique blend of fashion, comedy, and personal storytelling. Through her authentic and engaging style, she has built an interactive follower base and secured partnerships with various brands across different industries. In collaboration with her professional partner Ghaith Akkad, she has executed media projects for government entities in the UAE. This achievement highlights the high level of professionalism and trust their company has earned in the market, as well as their ability to meet the demands of prominent clients.

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