



Ghayth Emad

Founder of BeContent & Personal Branding Expert

Jordanian - Jordan

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Who is Ghayth Emad

Ghayth Emad is a Jordanian entrepreneur and the founder of "BeContent," a specialized agency dedicated to helping individuals and companies build their personal brands and scale their influence through digital content and AI automation. Emad's career began on a non-traditional path; he worked as a taxi driver for five years before transitioning into a content moderation role at a major social media company. This position provided him with a profound understanding of platform algorithms and the mechanics of content virality, which later became the foundation of his company and content philosophy. Through "BeContent," Ghayth and his team offer comprehensive services and consultations, including content strategy development, production, and social media management, all aimed at achieving significant reach and building engaged communities. He places a strong emphasis on personal branding as a critical asset for success in the digital age, teaching clients how to transform their expertise and stories into impactful content. Emad is also a prominent expert in leveraging artificial intelligence to automate content creation and distribution workflows, enabling creators to maintain a consistent and effective digital presence. He regularly shares his knowledge on his YouTube channel, his podcast "Mulhem," and through appearances on various talk shows and podcasts like "Jalsat Karak."

Achievements of Ghayth Emad

Ghayth Emad founded "BeContent," establishing it as a key player in Jordan and the wider region for content management and personal branding. The company has successfully helped its clients achieve millions of views, as highlighted in an interview where he discussed strategies for generating 100 million views in 90 days, showcasing his practical expertise in viral content strategies. He launched a successful podcast and YouTube channel, both named "Mulhem" (Inspiring), where he shares deep insights on entrepreneurship, self-development, and content creation. Through these platforms, he has built a community of followers dedicated to personal and professional growth, solidifying his status as an influential voice in the field. Ghayth has developed a unique methodology that combines content authenticity with the use of AI for process automation. Through his company, he offers integrated systems that assist content creators with competitor analysis, trend discovery, scriptwriting, and even thumbnail design and video editing, saving them significant time and effort while boosting their productivity.

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