



Hala Haytham

Digital Marketing Expert

Egyptian - United Arab Emirates

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Who is Hala Haytham

Hala Haytham is an Egyptian specialist in digital marketing and personal branding, based between Dubai and Cairo. She has built a prominent reputation for developing digital identities for both individuals and organizations. Hala is the founder of "BrandSorted," an initiative dedicated to helping entrepreneurs and professionals elevate their personal brands and establish a strong professional presence on social media. She holds an official content creator license in the UAE (Influencer License), reflecting her professionalism and recognized status in the industry. Throughout her career, Hala Haytham has guided hundreds of individuals and startups in crafting effective growth strategies. She has trained marketing teams and overseen more than 450 success stories across various sectors, empowering business owners to achieve significant growth in their digital presence and audience engagement. Hala has also spoken at international events—including Forbes Middle East forums—sharing her expertise in personal marketing and digital entrepreneurship. Known for her inspiring and motivational communication style, Hala believes in the power of personal leadership for marketers and entrepreneurs alike. Through her Instagram and TikTok platforms, she shares practical advice on content improvement, audience building, and modern marketing strategies. As part of a new generation of female experts who blend youthful creativity with deep market insight, Hala has leveraged her academic background in digital media and hands-on experience to become one of the Arab world's leading personal digital marketing trainers.

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