



Judy Makansi

Beauty and Fashion Content Creator & Influencer

Syrian - Saudi Arabia

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Who is Judy Makansi

Judy Makansi is a Syrian content creator and influencer who has established herself as a prominent figure in the Middle East's beauty and fashion scene. Based primarily in Riyadh, Saudi Arabia, with a significant presence in Dubai, UAE, she creates content focused on beauty tips, product reviews, fashion styling, and modern lifestyle inspiration. She engages with her audience across major social platforms, including Instagram, TikTok, and YouTube. Holding a Master of Business Administration (MBA) from Istanbul Bilgi University, which she completed in 2022, Makansi blends her passion for content creation with a strong understanding of business and branding strategies. This combination has enabled her to forge successful partnerships with renowned global and regional brands such as SHEGLAM, La Roche-Posay, CeraVe, and Vichy. Through these collaborations, she delivers authentic and valuable sponsored content to her followers. Makansi is known for her ability to build a strong connection with her audience through high-quality, credible, and engaging content.

Achievements of Judy Makansi

Judy Makansi was selected as a speaker at the inaugural Forbes Middle East Under 30 Summit held in Abu Dhabi. This participation highlighted her status as an influential voice and young entrepreneur in the region's creator economy, where she shared her insights alongside other accomplished innovators and young leaders. She has successfully built strategic partnerships with a number of prominent beauty and skincare brands. Through her collaborations with names like SHEGLAM, Vichy, La Roche-Posay, and CeraVe, Makansi has demonstrated her ability to create impactful marketing campaigns that reach a wide audience and achieve tangible commercial objectives.

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