



## **kholoud Raslan**

Content Creator & Entrepreneur

Egyptian - Egypt

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## Who is kholoud Raslan

Kholoud Raslan is an Egyptian content creator and entrepreneur known for her sarcastic and realistic approach to social media content. She has built a significant following on platforms like Instagram, TikTok, and YouTube by creating comedic videos and skits that portray everyday life situations, establishing herself as an influential voice in the digital space. In addition to her career in content creation, Raslan ventured into entrepreneurship by founding her own brand, "Saeda," in 2023. The brand specializes in skincare and beauty products, aiming to provide high-quality, affordable options for Egyptian and Arab women. Kholoud personally oversees the creative and marketing aspects of the brand, leveraging her deep understanding of her audience's needs. The products reflect her philosophy of simplicity and effectiveness.

## Achievements of kholoud Raslan

Kholoud Raslan founded her own cosmetics and skincare brand, "Saeda," in 2023. The brand quickly gained public attention by offering products like body lotion, body splash, and body butter, relying on a direct marketing strategy through her personal social media platforms. She has been featured on popular Egyptian talk shows, most notably appearing on "El-Setat Maye'rafoush Yekdebo" on the CBC channel. This high-profile appearance allowed her to share her success story as a content creator and entrepreneur with a broader audience, significantly boosting her media presence.

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