



Lama K Alassil

Syrian Media Personality and Social Influencer

1986 - Syrian - United States

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Who is Lama K Alassil

Lama K. Alassil is a prominent Syrian media personality and social media influencer based in New Jersey, USA. Born in Saudi Arabia in 1986 to a Syrian father from Deir ez-Zor and a Lebanese mother, she lived in Saudi Arabia for 18 years before moving to Syria. She graduated from the Faculty of Media at Damascus University, which launched her professional career. Her early work included a position at 'Syria Al-Ghad' TV in Egypt and working as a voice-over artist for news reports. After relocating to the United States, Alassil founded Lama FM in 2014, an Arabic-language radio station aimed at Arab communities in America. Her significant rise to fame began around 2016 on social media platforms, particularly Snapchat. She gained widespread recognition for her comedic and social content, most notably through her popular character "Umm Taisir." Alassil's content blends daily life vlogs, cooking, and social commentary with a humorous touch, which has allowed her to build a substantial following among Arab audiences both in the Middle East and abroad.

Achievements of Lama K Alassil

In 2014, Lama Alassil founded Lama FM, establishing a notable Arabic-language radio station in the United States. The station was designed to connect Arab expatriates with their culture, successfully reaching a broad audience of listeners worldwide. Alassil achieved significant fame through her comedic persona, "Umm Taisir," which became a hallmark of her social media presence. This character, combined with her diverse social content, was instrumental in building a large and engaged fanbase, positioning her as one of the leading Syrian influencers on platforms like Snapchat and Instagram.

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