



Maram AlZu'bi

Jordanian Content Creator, Writer & Fashion Designer

1994 - Jordanian - Jordan

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Who is Maram AlZu'bi

Maram AlZu'bi is a prominent Jordanian content creator and social activist who has carved a niche for herself by focusing on family values and social life. She began her social media journey around 2012 by sharing her writings on Facebook, later expanding to Instagram in 2015. Her content evolved to center on her family life, where she shares her daily experiences as a wife and a mother of two daughters, often collaborating with her husband, Osama, on their joint YouTube channel, "Osameh & Maram Family." AlZu'bi offers a diverse range of content that includes advice for young women, newlyweds, and new mothers, alongside cooking recipes and explorations of Jordanian culture and landscapes. Beyond her social media presence, her interests extend to writing and fashion design, fields that showcase her creative passions. Academically, she holds a Master's degree from the United Kingdom with a specialization in a field related to the Internet, providing her with a deep understanding of the digital landscape. Through media appearances on platforms like Sky News Arabia and podcasts such as "Taht Al Daghet" (Under Pressure), Maram has shared personal aspects of her journey and challenges, fostering a stronger connection with her audience.

Achievements of Maram AlZu'bi

Maram AlZu'bi has successfully built an influential platform focused on strengthening family ties and presenting a positive image of family life in Jordan. Through her YouTube channel, "Osameh & Maram Family," and other social media accounts, she has reached a wide audience, offering practical advice and authentic experiences for engaged couples and young families. She was featured in an interview with Sky News Arabia as part of their "Influencers" series, which highlighted her role in creating meaningful family-oriented content that showcases the beauty and societal values of Jordan. This significant media appearance serves as recognition of her positive impact in the Arab digital space. Maram has expanded her brand beyond traditional content creation into other fields like writing and fashion design, reflecting her diverse talents and ability to inspire her followers in various creative pursuits. She is also seen as a role model who encourages young women to pursue their academic and professional ambitions, citing her own experience of completing her postgraduate studies abroad.

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