



Mona Hamshari

Jordanian Family & Lifestyle Content Creator

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Who is Mona Hamshari

Mona Hamshari, affectionately known by her audience as "Umm and Teta" (Mother and Grandma), is a prominent Jordanian content creator and blogger based in Amman. She began her social media journey after retirement, successfully turning her passion for family life into inspiring content followed by thousands. Mona is distinguished by her spontaneous and authentic style, sharing details from her daily life, from traditional Jordanian cooking recipes to heartwarming moments with her grandchildren and family, making her a beloved and influential figure in Jordan's digital community. Through her Instagram and TikTok platforms, Mona Hamshari presents content that focuses on authentic Jordanian family values and traditions, targeting a wide audience that appreciates originality and simplicity. She has built a strong relationship with her followers, who see her as a mother and grandmother figure. Mona regularly collaborates with local and regional brands that align with her family-oriented image and content, establishing herself as one of the leading influencers in the family lifestyle category in Jordan.

Achievements of Mona Hamshari

Mona Hamshari has built a strong media presence, appearing in several television interviews. One of her most notable appearances was on the popular morning show "Donya Ya Donya" on Jordan's Roya TV, where she shared her success story of becoming a social media influencer after retirement. She has successfully established herself as a trusted influencer for major brands, securing partnerships and advertising campaigns with prominent companies in Jordan and the region. Her collaborations span various sectors, including consumer goods with brands like Fine Hygienic Holding, major retail stores, and local restaurants, reflecting the market's confidence in her influence and reach.

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