



Nada Alhaj

Palestinian Content Creator & Lifestyle Expert

1998 - Palestinian - United Kingdom

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Who is Nada Alhaj

Nada Alhaj is a prominent Palestinian content creator based in London who has established herself as a leading influencer in the digital Arab world. She began her journey on Instagram in June 2013, building a substantial community by sharing diverse content focused on lifestyle, beauty, and the culinary arts. She is known for her authentic and relatable approach to makeup tutorials, cooking demonstrations that blend Middle Eastern and Western recipes, and sharing insights into her daily life and family. Alhaj expanded her digital footprint to YouTube, offering more detailed, long-form content covering skincare, makeup routines, and complex recipes. In an interview with Al Mashhad TV, she revealed that she started creating content out of boredom after moving abroad with her husband. Her first TikTok video quickly went viral, launching her career. Beyond lifestyle content, she has also used her influential platform to raise awareness about humanitarian issues, particularly the situation in Gaza, adding a significant layer of social consciousness to her digital presence.

Achievements of Nada Alhaj

Nada Alhaj has successfully built a robust multi-platform presence, engaging millions of followers across Instagram, TikTok, YouTube, and Snapchat. Her content ranges from simplified Middle Eastern recipes to detailed makeup tutorials, establishing her as a trusted voice in the culinary and beauty spheres. Alhaj has effectively leveraged her platform to raise awareness for the Palestinian cause, sharing stories and highlighting the struggles of people in Gaza with her global audience. This conscious shift in her content was met with significant support from her followers, solidifying her status as an influencer who uses her voice for positive impact.

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