



Najla Alwadaani

Media Personality & Saudi Content Creator

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Who is Najla Alwadaani

Najla Alwadaani is a prominent Saudi media personality and content creator, celebrated for her distinctive cultural and creative work on social platforms. Specializing in interior design and traditional crafts, Najla rose to fame as the host of a television program on MBC that spotlighted Saudi Arabia's cultural and artisanal heritage. Building on her television success, she expanded her influence on Snapchat and YouTube, where she launched the "Little Artisan" series—showcasing traditional crafts from across Saudi regions, such as weaving, Sadu, and palm frond artistry, in an accessible way that inspires youth to appreciate these arts. Known for her authentic and engaging presentation style, Najla travels to villages and historic sites, immersing herself in local crafts alongside artisans, and encourages her audience to try these skills themselves. This unique approach has earned her a special place as a purposeful content creator who preserves authenticity in the digital entertainment world. With a following of over one million on Snapchat and Instagram, she has become a leading voice among culture and heritage enthusiasts. Najla was honored by the Saudi Ministry of Culture for her efforts in promoting traditional crafts through new media. On a personal note, she recently shared her journey into marriage and motherhood with her followers, further enriching her content with warmth and inclusivity. Najla Alwadaani exemplifies the new generation of Saudi media professionals, bridging heritage and modernity, and proving that digital platforms can be powerful tools for preserving and sharing cultural legacy in innovative and engaging ways.

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