



## Rasha Razouk

Beauty Content Creator & Influencer

Syrian - Netherlands

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## Who is Rasha Razouk

Rasha Razouk is a Syrian beauty content creator and influencer currently based in Amsterdam, the Netherlands. She leverages a unique professional background as a pharmacist and TV presenter to create credible and scientifically-grounded content in the skincare and beauty space. Her social media presence, particularly on Instagram and TikTok, is dedicated to providing practical beauty tips, honest product reviews, and engaging makeup tutorials. Rasha's content resonates with a broad audience of beauty enthusiasts who value her expert insights and relatable approach. She focuses on creating a mix of informative reviews and trending, entertaining videos to educate and connect with her followers. Through her work, she aims to empower her audience to make informed decisions about their beauty routines and frequently collaborates with various beauty and lifestyle brands.

## Achievements of Rasha Razouk

Rasha Razouk has built a strong and trusted presence on social media, establishing herself as a go-to source for skincare and beauty advice. Her credibility is significantly enhanced by her professional background as a pharmacist, allowing her to analyze product ingredients and provide science-backed recommendations. She has successfully fostered a community built on trust by delivering transparent and unbiased product reviews. This has made her a sought-after partner for numerous international and local brands looking to connect with an Arabic-speaking audience. Her ability to blend scientific evaluation with entertaining, relatable content stands out as a key achievement in her career as an influencer.

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