



## Rawaa Aljallad

Content Creator & Technology Simplification Specialist

Jordanian - United Arab Emirates

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## Who is Rawaa Aljallad

Rawaa Aljallad is a Jordanian content creator based in Dubai, recognized for making technology accessible to everyday users. Although she earned a Bachelor's degree in Business Administration from the University of Jordan in 2019, her passion for video production and editing led her down a different career path. Rawaa began her social media journey around 2015, initially focusing on music content—writing, composing, and performing her own songs. After a period working in the banking sector, she decided to leave her job and dedicate herself fully to content creation, relocating to Dubai to start a new chapter. Her content underwent a major shift toward technology, where she developed a unique style of explaining digital tools, websites, and apps in a simple and innovative way, steering clear of complex technical jargon. Through her videos, she aims to empower her audience to embrace technology rather than fear it. In addition to tech content, Rawaa produces a variety of material covering general culture and useful information, and is known for her spontaneous and witty approach to presenting information.

## Achievements of Rawaa Aljallad

Rawaa Aljallad delivered an inspiring TEDxAmman talk titled "Why Do We Create?", sharing her personal journey from music content creation to technology simplification, and exploring how the concept of creativity has evolved over time. She encouraged the audience to reconnect with the purpose behind their work. Rawaa was also a speaker at the Knowledge Summit, where she discussed the impact of artificial intelligence on creativity and how it can be leveraged as a tool to realize ideas and visions. She highlighted the role of technology in driving innovation among content creators. Additionally, she launched a cultural initiative called "Rawaa Reads" in collaboration with the Abu Dhabi International Book Fair, presenting a program that explores books and their historical and artistic contexts, further establishing her as a cultural influencer alongside her tech expertise.

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