



Rawan Naser

Syrian Media Personality & Content Creator

Syrian - United Arab Emirates

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Who is Rawan Naser

Rawan Naser is a Syrian media personality and content creator known for seamlessly blending traditional television work with a powerful presence on social media. Born in Al-Nabek, Syria in the late 1980s (circa 1989), she grew up in a culture that values education and knowledge. In her youth, she moved to the United Arab Emirates to pursue her university studies, graduating from the American University in the Emirates with a bachelor's degree in Media and Mass Communication, specializing in journalism. From early on, Rawan demonstrated a passion for media, actively participating in student radio and extracurricular activities, paving her way into the professional world after graduation. She holds Syrian citizenship and is based in Dubai, where she has become a prominent figure in the Gulf media scene, recognized for her elegance and cultural depth. Rawan Naser began her career as a TV presenter on local Dubai channels in the early 2010s, hosting a variety of social and cultural programs. Her breakthrough came when she joined Dubai TV, part of Dubai Media Incorporated, where she presented several successful talk and entertainment shows. Her calm, reassuring on-screen presence earned the trust of viewers, allowing her to conduct interviews with guests from diverse backgrounds with poise and professionalism. Alongside her television work, Rawan built a strong digital presence on platforms like Instagram and TikTok, leveraging her media expertise to create engaging content that resonates with younger audiences through fresh ideas and accessible language. Rawan Naser is renowned for her unique approach to Arabic digital content, using her platforms to deliver cultural and artistic insights. Through her YouTube channel and social accounts, she produces audio and video recordings of classic Arabic poetry by legends such as Al-Mutanabbi and Nizar Qabbani, captivating thousands with her emotive delivery. These clips have become especially popular among youth, reviving interest in classical Arabic poetry in a modern style. Rawan also produces educational and social content, addressing topics such as women's empowerment, youth development, and personal growth, drawing on her media background. Her videos have gone viral on WhatsApp and other platforms, widely shared for their intellectual value and depth. This blend of cultural and entertaining content has made her a distinctive influencer—combining the charisma of a presenter with the wisdom of a thought leader, earning her a diverse and loyal following. Professionally, Rawan's achievements extend beyond on-screen appearances to include leadership and entrepreneurial roles. In 2012, she co-founded the digital media startup Omedia, and in 2018, she became General Manager of Socializer, a company specializing in digital marketing and social media campaigns. Through these roles, Rawan has

launched and executed successful digital campaigns for government and private sector clients, and has trained teams of young talent in digital content creation. As a licensed influencer (officially certified by UAE authorities), she combines her traditional media experience with a deep understanding of modern platforms, offering consulting and services that deliver real impact for the brands and projects she leads.

Achievements of Rawan Naser

Rawan Naser has established a strong presence in both traditional and digital media through a series of notable achievements. On television, she has received widespread recognition for her programs on Dubai TV, representing the channel at international events and conferences as a distinguished face of Emirati media. She has also received local awards from cultural and media organizations for her impactful and high-quality content—including an honor at the Arab Media Forum as a promising young talent in television. In 2019, she won the Best Young Presenter award at a national event in the UAE, in recognition of her outstanding performance and connection to her generation. These accolades have cemented her reputation as a professional presenter who balances popularity with content excellence. In the digital sphere, Rawan has achieved remarkable milestones. Her TikTok following exceeds 6 million, with hundreds of thousands more on Instagram and YouTube, making her one of the most prominent Syrian figures on modern platforms. Several of her videos—especially her poetry recitations—have gone viral regionally, widely shared across the Arab world as a unique blend of cultural heritage and modern technology. She has been featured by news outlets and digital platforms as a success story of a young Arab woman who creates original, high-impact content without resorting to sensationalism, but rather through intellectual and artistic value. Her TikTok videos have garnered millions of likes, with some ranking among the most shared content in the Arab region, further solidifying her status as a leading influencer in Arabic digital media. Another key achievement in Rawan Naser's career is her pioneering role in women's empowerment in media. She is among the new generation of presenters who have broken the mold of the traditional TV host, proving that a media personality can also be a successful business leader and team manager. This was evident in her leadership of Socializer, where she managed a diverse team and launched initiatives to train young women in public speaking and content creation with confidence and creativity. She has also participated in public panels and discussions, sharing her experience and inspiring many young women to pursue careers in digital media. Through her achievements, Rawan Naser stands

as a living example of the synergy between classic and new media, and how a young media figure can enrich the cultural and social landscape both on screen and online.

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