



## Saba Shamaa

Food Content Creator & Jordanian Chef

2000-03-21 - Jordanian - United Arab Emirates

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## Who is Saba Shamaa

Saba Shamaa is a Jordanian chef and food content creator of Palestinian descent, recognized as one of the leading culinary influencers in the Arab world. Born on March 21, 2000, she began her journey on social media in December 2019 through TikTok, quickly rising to fame after appearing in the viral song "Kasha" with YouTuber Ahmad Aburob, whom she later married in 2023. Based in Dubai, UAE, Saba manages a thriving digital presence across multiple platforms, with over 1.1 million subscribers on YouTube and more than 1.1 million followers on Instagram. Her content centers on cooking recipes, restaurant experiences, and lifestyle vlogs. A graduate of the University of Jordan with a degree in Tourism Management, Saba has also ventured into entrepreneurship by launching her own restaurant, "Gessa by Saba." She is known for her creative initiatives, such as transforming negative comments into a hit song that garnered millions of views and was featured by media outlets like Sky News Arabia. Saba has participated as a speaker at major events, including the 1 Billion Summit in Dubai.

## Achievements of Saba Shamaa

- Surpassed 1.1 million subscribers on her YouTube channel.
- Gained over 1.1 million followers on Instagram.
- Founded her own restaurant, "Gessa by Saba."
- Turned negative comments into a viral song with millions of views in 2022.
- Featured as a speaker at regional events such as the 1 Billion Summit in Dubai.
- Winner of the MENA Creator's Award.

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