



## Taim AlFalasi

Emirati Media Personality & Leading Content Creator

Emirati - United Arab Emirates

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## Who is Taim AlFalasi

Taim AlFalasi is a pioneering Emirati media personality and content creator, recognized as one of the first to introduce podcasting and digital entertainment to the Arab world. Born on August 5, 1991, in the UAE, she studied Communication and Media Sciences at Zayed University in Dubai. From a young age, Taim was passionate about media, often mimicking TV presenters in front of the mirror—a childhood dream that quickly became her reality. After a brief stint in traditional media, she found her true calling online. In 2012, she launched her own internet radio show, “The Taim Show,” recorded from her bedroom and broadcast on SoundCloud and other platforms. Her candid, relatable discussions on youth and social topics resonated widely, propelling her show to the top of regional podcast charts. Taim’s engaging style and ability to connect with young audiences earned her a massive following and the nickname “Oprah of the Gulf,” reflecting her influence and talent for deep, impactful conversations reminiscent of Oprah Winfrey’s legacy.

## Achievements of Taim AlFalasi

Taim AlFalasi’s trailblazing achievements have made her a role model in digital media. Building on the success of her online radio show, she expanded her digital footprint to YouTube, Instagram, and Snapchat, amassing millions of views with her travel vlogs—most notably the popular “Taim in Bangkok” series, where she shared vibrant travel insights and tips. With over 4.7 million Instagram followers, Taim is among the UAE’s most influential lifestyle figures, earning repeated recognition as one of the country’s top 10 lifestyle influencers. Professionally, she broadened her impact by joining the production team at the Dubai International Film Festival for two consecutive years, gaining invaluable behind-the-scenes experience in film. Her expertise also led to jury roles in youth media competitions and creative exhibitions. Personally, Taim’s bold decision to remove her hijab—after initially wearing it in a modern style—sparked open conversations about personal growth and authenticity. As an entrepreneur, she launched her signature fragrance, “Blue by Taim,” and designed a contemporary abaya collection reflecting her modern Gulf aesthetic. Committed to giving back, Taim actively supports cancer awareness and youth mental health initiatives. Today, she stands as a symbol of Emirati women’s success in new media, blending passion and innovation to leave a lasting regional impact.

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