



Tasnim Hamdi

Egyptian Media Personality and Social Activist

Egyptian - Turkey

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Who is Tasnim Hamdi

Tasnim Hamdi is an Egyptian media personality and social activist who gained prominence by hosting family-oriented and social television programs from Turkey. She is best known for presenting the program "Beitna Ahla" (Our Home is Lovelier) on Mekameleen TV, a satellite channel broadcasting from outside Egypt. The show, which she began hosting around 2016, primarily targeted Arab families and women, discussing educational, marital, and social issues from a contemporary Islamic perspective and featuring experts in human development and family relations. Following her career in television, Tasnim Hamdi transitioned significantly to social media platforms, transforming her media work into digital content creation on her YouTube, Instagram, and Facebook channels. Her content focuses on topics of particular interest to Muslim women, such as the principles of hijab, personal hygiene according to Islamic teachings, marital relationships, and offering guidance to young women and wives within a religious and social framework. Her presentation style is characterized by its simplicity and direct engagement with her audience, which has earned her a substantial following in the digital space.

Achievements of Tasnim Hamdi

Tasnim Hamdi successfully established an influential media platform with her program "Beitna Ahla" on Mekameleen TV, where she addressed sensitive social and family issues. Through the show, she reached a broad segment of the Arab audience, particularly women, delivering content that blended religious guidance with practical life advice. She executed a successful professional transition from traditional media to digital content creation, building a strong community on platforms like YouTube and Instagram. Through these channels, she provides specialized content on Muslim women and family affairs, tackling diverse topics with a modern and direct approach, establishing herself as an influential figure in this niche.

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