



Walaa Abdulrahman (elarouba)

Home Economics Expert & Content Creator

Egyptian - Egypt

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Who is Walaa Abdulrahman (elarouba)

Walaa Abdulrahman, widely known by her online persona "ElArouba," is an Egyptian content creator who has emerged as a prominent voice for Egyptian women and families on social media. She began her content creation journey in May 2022 and quickly gained a large following by providing practical advice on home management, personal finance, child-rearing, cooking, and social guidance for newly married women and brides-to-be. Her career was launched after joining a talent discovery network where she underwent three months of intensive training with specialists in all aspects of content creation, from ideation and writing to filming and editing. Walaa hosts her own program, "ElArouba," a nickname meaning 'the sharp, quick-witted woman,' which she was known for among her family and friends. Through her content, she offers economic and social "prescriptions" to help homemakers navigate daily challenges. Her relatable and simple style, speaking in the everyday language of her audience and addressing their real-life problems, has made her a genuine influencer. Walaa aspires to continue creating meaningful and beneficial content that supports and empowers Egyptian families.

Achievements of Walaa Abdulrahman (elarouba)

Walaa Abdulrahman achieved remarkable success in a short period, building a significant audience across multiple platforms including Facebook, TikTok, and YouTube. This success led to her being featured as a guest on prominent Egyptian television shows, solidifying her status as an influential content creator. Walaa has appeared on popular talk shows such as "Hadith Al-Qahira" on Al Kahera Wal Nas channel, "Sabah El Balad" on Sada El Balad TV, and "Hekayat Banat" on TeN TV. During these appearances, she discussed topics of national interest for Egyptian families, such as budget management amid economic challenges and advice for young couples, underscoring her broad media impact. Her professional career was launched with the support of the talent management company Vertical Network, which discovered her, provided professional training, and produced her show "ElArouba." This partnership is a key achievement, marking her transition from a socially engaging individual to a professional and impactful content creator.

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