



Yasmeen Alshafai

Saudi Content Creator and Mother

Saudi - Saudi Arabia

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Who is Yasmeen Alshafai

Yasmeen Alshafai is an influential Saudi content creator based in Riyadh who has built a strong social media presence by sharing aspects of her daily and family life in a spontaneous and engaging style. Her content centers on her life with her three children, Waleed, Saud, and Aljoury, offering humorous and realistic glimpses into the challenges and joys of motherhood. This approach has garnered her significant engagement from an audience that finds her content both inspiring and entertaining. Yasmeen is known for her ability to turn ordinary situations into amusing short stories and videos, particularly on TikTok and Instagram, using hashtags like #امهات_تك_توك (Mothers of TikTok) and #عائليتي (My Family) to document these moments. In addition to her family-focused content, Yasmeen collaborates with various brands in sectors that align with her lifestyle, providing personal and trusted product recommendations and reviews. Through this authentic approach, she has established herself as a notable influencer in the social and family content sphere within Saudi Arabia.

Achievements of Yasmeen Alshafai

Yasmeen Alshafai has successfully built advertising partnerships with prominent brands. Among her notable collaborations is her partnership with the dairy brand Puck, where she presented recipes and tips using their products in a style that seamlessly integrates the advertisement into her daily content. She has also collaborated with Al Dawaa Pharmacies to promote the "Lillies and love" collection, a specialized line of care products. These collaborations reflect the trust brands place in her ability to reach and influence a wide audience of mothers and families in Saudi Arabia.

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