



Yasmin Nasir

Professional Chef, Content Creator, and Culinary TV Host

1991 - Jordanian - Jordan

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Who is Yasmin Nasir

Yasmin Nasir is a professional Jordanian chef and prominent content creator who successfully transitioned her career from the world of marketing to the culinary arts. Before pursuing her passion for cooking, Yasmin spent over 13 years in the advertising industry, holding senior positions such as Account Services Director and Chief Growth Officer at international companies. Her love for the kitchen drove her to formalize her talent, leading her to enroll at the prestigious Le Cordon Bleu academy in London, where she graduated with honors, earning a "Chef de Cuisine" diploma. Yasmin gained widespread fame through her social media platforms and television programs on the Jordanian channel Roya TV, which she joined in 2022. She has hosted "Roya Kitchen" and her popular show "Yalla Nattbukh" (Let's Cook), which aired for several successful Ramadan seasons. She is known for her simple, transparent, and approachable style of presenting recipes, which has endeared her to a broad audience of all ages. Recently, Yasmin has gained international recognition for her humanitarian initiative of creating recipes with simple, accessible ingredients to support families in Gaza, an effort that has garnered significant global attention.

Achievements of Yasmin Nasir

Yasmin Nasir graduated with honors from the world-renowned Le Cordon Bleu academy in London, earning the "Chef de Cuisine" diploma. This achievement marks a significant milestone in her professional culinary education. She successfully hosted the popular cooking show "Yalla Nattbukh" on Roya TV for three Ramadan seasons, achieving widespread public acclaim. Her participation in the "Roya Kitchen" program further solidified her status as one of Jordan's leading culinary television personalities. She launched a globally recognized humanitarian initiative to create economical and alternative recipes using basic, accessible ingredients to help families facing food shortages in Gaza. This work has received extensive international media coverage, showcasing her ability to leverage her platform for positive impact.

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