DUBAI, UAE / INTERNATIONAL COLLABORATIONS

UROOJ ZAFAR KHAN

DIGITAL CONTENT CREATOR
UGC CREATOR • BRAND AMBASSADOR

Creating meaningful digital experiences through storytelling, creativity and strategic brand communication.

@UroojZafarKhan

@uza_far

@UroojZafarKhan

@UroojZKhan

CREATOR PORTFOLIO / 2026



Beyond content. Creating connections.



THE CREATOR

Urooj Zafar Khan is a Dubai-based multi-niche digital content creator, UGC specialist and brand ambassador. She translates brand identities into engaging digital experiences across beauty, fashion, food, lifestyle, technology and cultural experiences.

Her approach combines authentic creator-led storytelling with polished visual execution and platform-native formats—helping brands communicate clearly, build familiarity and connect with audiences in the UAE and international markets.

AUTHENTICITY

Relatable storytelling that builds audience connection.

CRAFT

Premium visual execution and considered creative direction.

STRATEGY

Content aligned to campaign objectives and audience relevance.

PROFESSIONAL CREDENTIALS • UAE SOCIAL MEDIA TRADE LICENCE 1379550 • UAE MEDIA PERMIT 2197212

One creator. Multiple creative worlds.



BEAUTY & FASHION

Product demonstrations, skincare and makeup storytelling, styling, unboxing and retail campaigns.



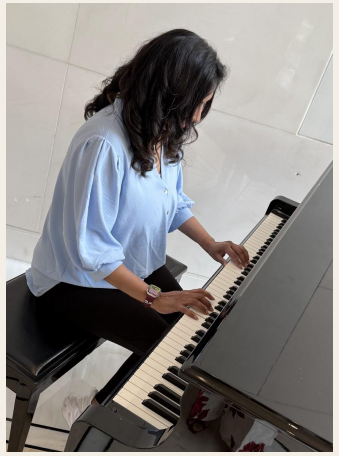
FOOD & FMCG

Restaurant experiences, food discovery, consumer products, cooking and promotional storytelling.



TECH & DIGITAL SERVICES

App demonstrations, technology features, service explainers and digital product storytelling.



LIFESTYLE & CULTURE

Hospitality, family-friendly experiences, regional events and destination storytelling.

FORMATS • INSTAGRAM REELS • TIKTOK • UGC • PRODUCT PHOTOGRAPHY • EVENT COVERAGE • AMBASSADOR RETAINERS

Reach, discovery & audience profile.

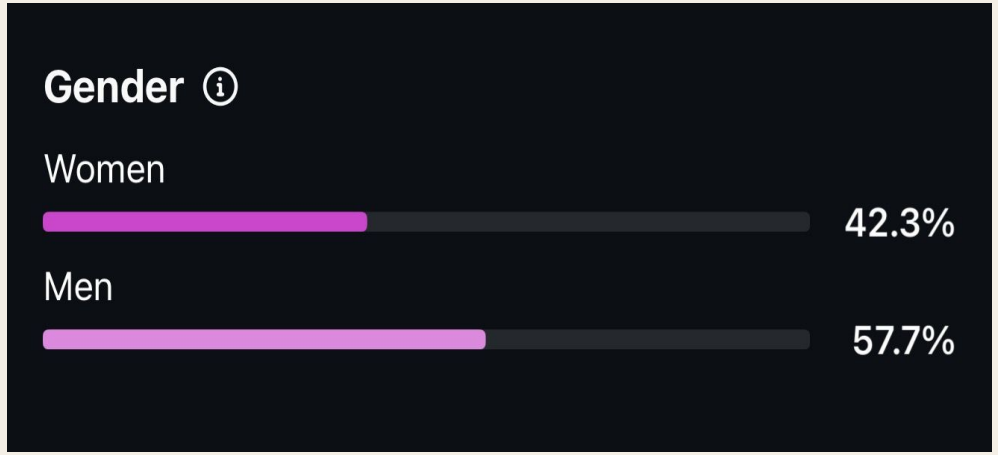
INSTAGRAM • LAST 30 DAYS

2,579,622	878,920	107,156	2.1%
Views	Accounts reached	Interactions	Engagement rate

AUDIENCE SNAPSHOT







Audience and demographic screenshots reproduced from supplied analytics. Individual snapshots may represent different reporting views; no averages have been inferred.

Trusted to tell brand stories.

SELECTED PAID COLLABORATIONS

HUDA BEAUTY	MAX FASHION	DELIVEROO
COSORI	DANUBE	SIBIONICS
L'ORÉAL	EGYPTAIR	HONOR
DOWNY	ARIEL	CARREFOUR
SAMSUNG	PHILIPS	BOTIM
RASASI	NOON	CAREEM

SELECTED LONG-TERM / REPEAT PARTNERSHIPS

SIBIONICS • LIFE PHARMACY • SHEGLAM • ULTRAHUMAN • TEMU • SHEIN • B'LABAN

Brand names reflect collaboration categories supplied by the creator; gifted, UGC and organic relationships are distinguished in the extended media kit.

Storytelling that captures attention.



BEAUTY / HUDA BEAUTY



FASHION / MAX



FOOD / B'LABAN



TECH / HONOR



RETAIL / PRIMARK



SERVICES / ECO DRIVE

18 content examples and direct Instagram Reel links were supplied. The extended digital version can link directly to selected work.

Partnerships built around your objectives.

DEDICATED VIDEO

Campaign-led Reels, TikToks, product demonstrations and supporting Stories.

MULTI-PLATFORM CAMPAIGNS

Integrated Instagram and TikTok content, adapted for platform-native distribution.

BRAND AMBASSADORSHIPS

Monthly retainers, recurring content, seasonal campaigns and ongoing brand representation.

UGC & LICENSING

UGC production without posting, paid advertising usage and licensed content assets.

EVENT COVERAGE

On-ground event attendance, experience-led Reels, Stories and highlights.

UAE AUTHORISATIONS **Dubai DET Social Media Trade Licence 1379550 | UAE Media Council Media Permit 2197212**

International campaigns • UGC without posting • Monthly retainers • Paid usage • Events outside Dubai

LET'S CREATE SOMETHING MEANINGFUL.

UROOJ ZAFAR KHAN

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