



SushiVID

The SV Group

TOP 20 MALAYSIAN MOTHER INFLUENCERS



Context

The influencer industry is growing each year. People discover new bloggers, YouTubers, TikTokers, and of course Instagram Influencers.

In this e-book, we wish to celebrate our mother influencers. The market is always in demand for mother influencers and honestly, you girls are awesome! Juggling your work life and kids at the same time. Kudos to all of you!

Being a mom is never easy. Let's take a look at how the mother influencers successfully balance their family and social media at the same time.

mother

/ˈmʌðə/

noun

1. a woman in relation to her child or children.



Who are the Top 20 Malaysian Mother Influencers?

The mother influencers in this e-book are sorted by follower size as of June 2021.





Erinmalek94

1.3m followers

Erin Malek is an actress and women's advocate in Malaysia. She has two adorable kids: Faliq (5 y.o.) and Aisha (4 y.o.) who seem to be always having fun in the swimming pool or riding bicycles. Erin is always surrounded by family and friends. We love to follow Erin, it's just really heartwarming.

<https://www.instagram.com/erinmalek94/>

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Farahanimrazak

864k followers

Farahanim Razak is one of the biggest Malaysian Influencers and also a TV Presenter. She has also founded a cosmetic brand Farahanim Beauty. She has two beautiful twin girls: Amina and Amira who are 3 y.o. now. Check out her instagram for updates!



<https://www.instagram.com/farahanimrazak/>

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Drhalina

760k followers

Datin Dr Halina Mohd Yunos – The wife of National Astronaut Datuk Dr Sheikh Muszaphar Shukor Sheikh Mustapha is a hero mom! She has 6 children in total, including 2 pairs of twins. Their kids are Sophea Isabella (9 y. o.), Sophea Natasha (7 y.o.), twin boys, Sheikh Adam and Sheikh Noah (3 y.o.) and their youngest twins Emelia and Eusoff who are only 7 months old.



<https://www.instagram.com/drhalina/>



Irine_nadia

555k followers

Irine Nadia is a Business Mentor, a mom of 4 and an independent distributor of Shaklee supplements. It's a big beautiful family with four kids: Medina (8 y.o.), Tasnim (6 y.o.), Umar (4.5 y.o), Hud Hydar (2.5 y.o.). They always seem happy and having fun with their toys and dinosaur costumes!

https://www.instagram.com/irine_nadia/

Ninaismailsabri

5

509K followers

Nina Ismail Sabri is a well-known entrepreneur and socialite in Malaysia. She is the daughter of Senior Minister (Security), Datuk Seri Ismail Sabri Yaakob, and the wife of famous fashion designer, Jovian Mandagie. She has a sweet little daughter named Jeanelle (3.5 y.o.) who likes being dressed as a princess.

1. What is the main value you would like to give your audience?

It has to be something relatable with my daily life and theirs. Something I believe in and can express and share with my followers.

2. Was becoming an influencer something you planned before or did it happen naturally?

It's something that happened naturally. Brands normally engage me when they see something similar with my lifestyle and the things that they are selling. In my case it's all about fun with my family, food, beauty, travel and fashion.



Image from <https://www.instagram.com/ninaismailsabri/>



3. Most probably your kids will already be known by many when they grow up, what advice would you give them?

I will always remind her to always be kind to everyone around her and to always stay grounded and humble. Being kind to others will always get you a long way. There is no point in being known for something negative. People will love you for the values that shine within.

4. What challenges do you usually face while being an influencer?

To get the right shot because I need to make sure that the brand I engage with is satisfied with my postings. I will give my 100% and be sure to get the message across because I truly believe how important marketing is to a brand. By engaging me, I want to make sure that I am able to direct traffic into their brand or even better if I can translate it into sales.

5. How old are your kids? Could you describe each of their personalities in short?

Jeanelle is 4 this year. She is matured and she cares for the people around her. Extremely lovable and I can say that she is very smart. She asks a lot of questions and she relates very well to real life situations. Full of life and expressions (you can always see this in my photos and videos and that is the real Jeanelle behind or in front of the camera).



My entire world 💙



My little princess- Jeanelle 💙



Denabahrin

379k followers

Dena Bahrin completes her Bachelor's Degree in English Linguistic & Literature (Honours) at IIUM. At the same time, she is a mom! She has three cute sons: Saif (8 y.o.), Salman (3 y.o.), and Suhayl is only three months old! She often shares books and poems that she read. Her social media personality is known for posting pictures with her family and making different home-cooked meals. Sounds interesting? Do check her out!

<https://www.instagram.com/denabahrin/>

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Dr.afl

336k followers

Fatin Liyana is not only a content creator but also a doctor and a blogger! She started her blog when she was only 19 and her followers have been growing since. She is now married to writer-doctor Anwar Fazal and they have two beautiful children: Ajda (5 y.o.) and Nolan (2 y.o.). Are you also curious about how to balance the role of doctor, mother, and influencer? Check her Instagram today!



<https://www.instagram.com/dr.afl/>



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Diananasir86

329k followers

Diana Nasir comes from a big family. She runs a business and creates content related to her family, kids, and life. Not only Diana always looks stylish and elegant, but her kids are very fashionable too! Her daughters are very adorable: identical twins Darleesa and Darleena (4 y.o.) and Darniella (2.5 y.o.). We all can take some fashion tips from this family!



<https://www.instagram.com/diananasir86/>



Imanabdulrahim

234k followers

Iman Abdul is another Malaysian mom-fluencer. She has her own blog where she likes to share information about skincare, makeup, and parenting. She is happily married to Ahmad Marwan and they have two daughters: Maysaa (4 y.o.) and little Muniraa (1 y.o.).

<https://www.instagram.com/imanabdulrahim/>

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Sharifahaleya

201k followers

Sharifah Aleya wears many hats! A lawyer, a radio presenter, an actress, and an emcee. She likes to share about her family and kids on social media. Sharifah now has four amazing children: twin girls Aza Ameena and Asha Ameena (12 y.o.), Alia (6 y.o.), and the youngest is Ayaan (3.5 y.o.).

<https://www.instagram.com/sharifahaleya/>

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Malaquemahdaly

187k followers

Malaque Mahdaly is known for her churros business, Chulop. A mumpreneur well-known in the Muslim community, and she likes to share their family's active lifestyle on social media. She has two cute children: Selma (5 y.o.) and Umar (4 y.o.). Malaque likes to match their outfits, and it looks so adorable! Follow her to get more kids' outfit inspirations!



<https://www.instagram.com/malaquemahdaly/>



Jaclyn_victor 12

185K followers

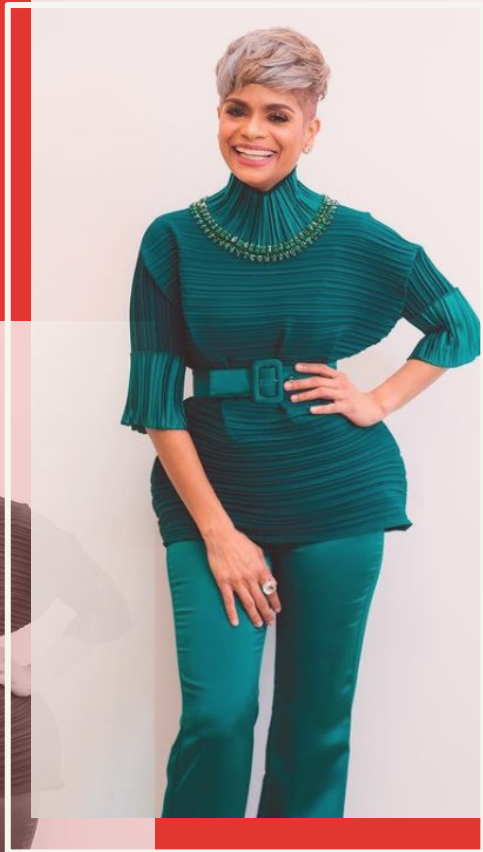
Jaclyn Victor is a Malaysian singer, songwriter, and actress who won the inaugural Malaysian Idol and Ikon Malaysia. She shares about her career as a singer and her family on social media. Her kids look super sweet! Her son Jonah is almost 6 and her daughter Molly is almost 4. They both share the same birthday, isn't it amazing?

1. What is the main value you would like to give your audience?

I'm all for Love and against Hate. I am standing for love and respect among everyone. I'm all about peace. These are the main things that I stand for and I want to give to this world.

2. Could you share about your success journey in short?

Music has been a huge part of my life since my childhood. The big achievement was when I became a winner of Malaysian Idol in 2004, it's already been 7 years. I've been singing professionally since I was 17 years old and I have always been doing what I love doing. My journey has been very fulfilling and I consider myself blessed.





3. Most probably your kids will already be known by many when they grow up, what advice would you give them?

Most of the time people think being an artist is nice. But actually sometimes you have good parts as well as bad parts. My children are exposed to the attention, and what I want them to learn is to be mentally prepared for all kinds of people that will come their way. Even if my kids don't decide to go into the artist industry, regardless they still need to be strong mentally, because they need to be able to handle different situations with people.

4. What challenges do you usually face while being an influencer?

I was brought up to say 'if you don't have anything nice to say - don't say anything at all'. But sometimes you feel like you have to say something in some situations. People like to find something to judge. You can never please everyone. Sometimes these things are the hard part.

5. How old are your kids? Could you describe each of their personalities in short?

Jonah is turning 6, Molly is turning 4. They share the same birthday, which is 24th August. Both of them are very happy and loving, but both have this 'how far can I push' behavior. They have amazing memories, both like music and singing.



Image from https://www.instagram.com/jaclyn_victor/



Meiyannnni

183k followers

Gan Mei Yan a leading female radio announcer at Astro Radio. She is an actress, TV and event host, brand ambassador, and influencer. She likes to share about her work, business, and family on social media. Mei Yan has two dazzling kids: Jo (6 y.o.) and Sum (3.5 y.o.). Mei Yan and Sum did some commercials. Feel free to check out the stunning outcome!

<https://www.instagram.com/meiyannnni/>

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Myazulkifli

169k followers

Mya Zulkifli is a Young Living (MLM) independent distributor, as well as a TV producer and a broadcast journalist. She is also a mom-fluencer whose content is cozy and all about family. Mya is blessed with two lovely boys: Noah (3 y.o.) and Isaac is only nine months old. They are surrounded with love and happiness! Check her Instagram to see their interaction!



<https://www.instagram.com/myazulkifli/>

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Top 20 Malaysian Mother Influencers

Ayundaputri

15

169K followers

Ayunda Putri is a social media influencer, a mother, and a Gold Leader of Young Living (MLM) essential oils. She is married to Haziq Hussni, a Malaysian Radio Announcer and TV Host. She uses her social media to promote what she stands for: her business and family values. Her content is always rich and colorful. She has two charming kids: Heidy (4 y.o.) and daughter Chayra is almost three y.o.

1. When did you realize you are growing fast on social media and how did you feel about it?

I realize my followers growing fast after I'm married and I make a new content with my husband which is #BezaBahasa between Bahasa Melayu and Bahasa Indonesia. The netizens love the content very much because they told us it's like education but in a fun way. 😊 By the way, I'm Indonesian and have stayed in Kuala Lumpur since 2011 when I continued my Degree study at UniKL.

2. Did you plan to become an influencer or did it happen naturally?

No, actually I didn't plan it. 😊 It's like happened naturally because everyone knows my husband is a Public Figure, and when we make #BezaBahasa content and the people love it. Before of this I joined a campaign review for brand which is quite famous like Wardah, Similac, and my son also 2 years already with Nestle Lactogrow, my son shooting with Nestle team for "Cabaran si Manja bersama Nestle LACTOGROW".



Heidy & Chayra



4. What is the biggest challenge you faced being well known on social media?

There are so many challenges on social media. For creators like us, we need to post new content everyday. Sometimes we are out of ideas and brainstorm again to refresh our content. And we need to accept not every time people will accept our content. So the point is never give up and always try. And also sometimes we need to face and read negative comments and for me it's double the pressure because the comments come from both countries Malaysia and Indonesia. But we keep positive and spread positivity.

5. How old are your kids? Could you describe each of their personalities in short?

My son is 4 year old and my daughter this August 2021 turns 3 year old. Both so active and full of energy. My son is a loving brother that always backs up his sister everywhere. My daughter is a cute girl that loves to eat. And they are both overly attached to mama and daddy but we always teach them to be independent.

3. Is it hard being a mom, a wife, and a social media celebrity simultaneously?

Not so hard. 😊 Busy is busy since now I focus on my business with Young Living and already become a Gold Leader which I have to coach all my business teams and also take care of my clients. I manage my time, so yeah I enjoy it and I'm happy! 😊

Image from <https://www.instagram.com/ayundaputrii/>



Zihasalleh

16

162K followers

Nor Aziha is a Malaysian actress and singer. She participated in multiple movies as well as did some modeling jobs. She is happily married to Zarul Hafis Zarak Kamal. Aziha likes to share about her life, skincare, and family on social media. She has two children: Hizqeel (3.5 y.o.) and Hazreel (1 y.o.). The boys are super cherubic and adventurous!

1. What is the main value you would like to give your audience?

The main value that I would like to give my audiences is the value of Love, Family, Compassion, Opportunity, Benefits, Awareness and Work Ethic.

2. What is your most favourite part of being an influencer?

Honestly, I never thought I would be called an influencer, as I started off as a singer from a Reality TV Show in 2014. Fast forward, my most favourite part of being an influencer is that I get to empower people to be positive and to spread love.



Image from <https://www.instagram.com/zihassalleh/>



3. Your kids always look stylish, do you always plan the outfits for them?

Really? Thanks for that. Well, it depends from time to time. Not everyday but most of the time yes, I would plan the outfits for them.

4. What challenges do you usually face while being an influencer?

Being an Influencer comes with great responsibility. The challenges that I usually face is whenever I agree to a campaign, I gotta make sure that the process from shooting the video until editing it would turn out GREAT. Truth to be told, the process would consume a lot of time especially when I'm doing it on my own while the kids are attached to me. Luckily my husband would do his part to look after the kids whenever I started doing any campaigns.

5. How old are your kids? Could you describe each of their personalities in short?

My first born, Zarul Hizqeel is turning 4 this coming December. His personality is that he is such an adorable loving person. He would greet people with manners, he would sit on his chair when it is time to eat, he would say sorry over almost anything. He randomly says "I love you" everyday. I'm a Proud Mom.

As for my second baby, Zarul Hazreel, he just turned 1 year old last April. He's the dashing and likeable baby to most. He's super adventurous and he tried almost everything that only a big boy not his age can do. He started walking by the age of 11 months, he started running when he was exactly 1 years old and guess what he can do now? He can climb and jump just for the sake of his excitement. Nevertheless, both of my kids are special in their own way and I couldn't ask for more. My kids are everything to me.

Haflinnazriaziz

17

158K followers

Datin Seri Haflin Nazri Aziz is an influencer, a wife, and a mother. Her content is mostly about food, fitness, and family. She is married to Mohamed Nazri Abdul Aziz and they have a sweet boy Jean Pierre Azize who is 5 y.o. Not only Datin herself likes to cook, but even her son is a Real Chef Junior!

1. Can you share a short story of how you became successful?

Success comes with sacrifices. Choose your struggle, and focus until you get what you have targeted. You will need to persevere.

2. What are the benefits of being an influencer?

You get to build a network and make new friends.



Image from <https://www.instagram.com/haflinnazriaziz/>



3. Is it hard being a mom, a wife, and a social media celebrity simultaneously?

It's not hard at all, if you are passionate with the role that you are. Be brave to be original.

4. Do you have any tips for smaller influencers to follow?

Stay true with sharing contents with your audience, be original.

5. How old is your child? Could you describe his personality in short?

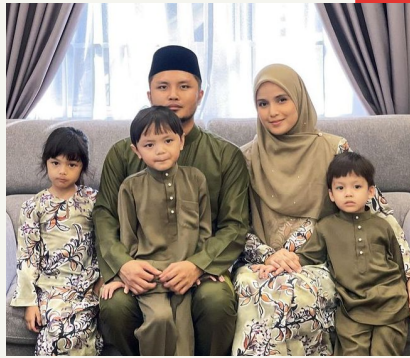
Jean Pierre Azize is 5 years old. He likes reading, and learning about the underwater world. Likes to make friends.



Jean Pierre Azize



Image from <https://www.instagram.com/haflinnazriziz/>



Lyndaroslan88

119k followers

Lynda Roslan is another Malaysian influencer loved by many people. She focuses on sharing about her kids, family, food, and things she likes. She likes to travel with her family and capture beautiful moments. She is a mother of three angelic children. Andheqa Indrawan is almost 7 y.o., Aqiesha Ixara is about 6 y.o., and Andheqa Isaac is almost 4 who shares the same birthday with Aqiesha Ixara!

<https://www.instagram.com/lyndaroslan88/>

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Nurhakimahhh

117k followers

Nur Hakimah is a well-known influencer, a mother, and a wife. She shares the warmth and love of her family with her audience. She often shares her home-cooked recipes in TikTok. Nur Hakimah's family is blessed with two children is Umar (3 y.o.), and baby Ali who about to turn 1 year old. Do explore this super mama profile and get to know her family story!



<https://www.instagram.com/nurhakimahhh/>



Shaine

117k followers

Shaine is a beautiful mother of two who is Jacob (8y.o) and Sophie (5y.o). Shaine has an early childhood educational background. She turned into a social media influencer after her firstborn, Jacob. Shaine always shares inspiring and aesthetically appealing content with her audiences. As scrolling through her Instagram, you can feel that she loves to dress up and help to match her kids' outfits! Check out her Instagram for more tips on fashion, beauty, travel lifestyle, and motherhood.

<https://www.instagram.com/shaine/>

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**If you'd like us to write
about a specific
mother influencer, let
us know! 🤗**