

SUMMARY

Marketing student with hands-on, cross-channel experience across SEO, social media marketing, content creation, and e-commerce data analysis. Comfortable managing multiple campaigns simultaneously across Meta Business Suite, Canva, Google Search Console, and Excel/Google Sheets. Google Ads Search Certified, with Google Analytics (GA4) certification in progress. Graduating May 2027 with a B.S. in Business Administration (Marketing) from San Jose State University.

SKILLS & TOOLS

Google Ads Search Certified | Google Analytics (GA4) Certification (in progress) | Meta Business Suite / Facebook Ads Manager | Google Search Console | Keyword & Competitor Research | On-Page SEO | Excel & Google Sheets (Data Analysis & Visualization) | Canva & Adobe Photoshop | Instagram Content Scheduling

WORK EXPERIENCE

Social Media Marketing Student Assistant — SMCCD Sustainability	<i>May 2026 – Present</i>
- Grew Instagram presence for a district-wide sustainability initiative, generating 26.5K+ views and 6.1K+ reach across three community colleges (Skyline College, College of San Mateo, and Cañada College) through targeted content strategy and consistent posting cadence - Built content pipelines in Meta Business Suite, including captions, hashtag strategy, and post scheduling, to grow environmental awareness among student and community audiences - Designed promotional materials in Canva for on-campus sustainability exhibits, connecting physical events with digital engagement - Used Instagram audience insights to segment content and refine posting strategy for reach and engagement	
E-Commerce Data Analysis & Strategy Extern	<i>Sep 2025 – Nov 2025</i>
- Analyzed raw e-commerce sales data using Excel/Google Sheets formulas and built data visualizations, including bubble charts, to identify patterns in customer purchase behavior and conversion funnels - Mapped the customer journey and marketing tactics behind online shopping experiences, connecting metrics across tools including Shopify and Google Analytics - Developed data-informed strategy recommendations to improve conversion rates and marketing performance	
SEO Strategy & Digital Marketing Extern	<i>Jan 2025 – Mar 2025</i>
- Delivered a full SEO strategy package for a client, including a marketing-funnel analysis, a 10-keyword research report with metrics, a competitor keyword/gap analysis, on-page SEO updates (meta tags, headers), and a backlink acquisition plan - Conducted keyword research and competitor analysis using Google Search Console to identify opportunities for higher search visibility - Optimized on-page website content using SEO best practices, improving ranking potential and organic traffic	
Business Intern	<i>Sep 2024 – Aug 2025</i>
- Designed and co-created a series of 8+ promotional flyers and contributed web content for a Hispanic Serving Institution program at College of San Mateo, supporting event promotion, hiring campaigns, and bilingual (English/Spanish) outreach materials - Wrote website content that clearly explained program benefits, helping prospective students make informed decisions	

EDUCATION

Bachelor of Science in Business Administration, Concentration in Marketing San Jose State University	<i>Aug 2025 – Present</i>
Business Administration 2.0 Associate in Science Degree for Transfer College of San Mateo	<i>Aug 2023 – Jun 2025</i>
Economics Associate in Arts Degree for Transfer College of San Mateo	<i>Aug 2023 – Jun 2025</i>

ADDITIONAL INFORMATION

- Research & Analytics: Presented undergraduate research on prescriptive analytics for AI-enabled operations engineering, applying data-driven methods to additive manufacturing production speed
- Professional Skills: Communication, teamwork, analytical thinking, problem-solving, attention to detail
- Languages: English (Fluent), Arabic (Intermediate)