

AYHUM ASFOUR

San Mateo, CA | (650) 921-5207 | ayhum987@gmail.com | linkedin.com/in/ayhum-asfour | ayhumasfour.com

Digital Marketing | SEO | Paid Media | Growth Marketing

Marketing student graduating May 2027 with experience in SEO, paid ads (Google, Meta, TikTok), email automation, A/B testing, and GA4. Ran 2 Shopify stores with \$3,100+ in sales on under \$700 in ads (over 4.4x blended ROAS). Google Ads and HubSpot certified.

EDUCATION

San Jose State University , San Jose, CA	Expected May 2027
Bachelor of Science, Business Administration, Concentration in Marketing	Overall GPA: 3.54
Relevant coursework: Consumer Behavior, Social Media Marketing, Marketing Research, Business Analytics, Python Programming	
College of San Mateo , San Mateo, CA: A.S. Business Administration; A.A. Economics	Dean's List, 3 semesters

MARKETING EXPERIENCE

Growth and Marketing Coordinator Intern , The Mahjong Lounge, Remote	Oct 2026 to Present
• Pitched the founder a mockup of an improved Wix Events page built for easier signups and better Google visibility. • Hired to support Wix website updates and SEO so more people find the company's events.	
Content Marketing and SEO Apprentice , Liftology Franchise (Acadium apprenticeship), Remote	Oct 2026 to Present
• Benchmarked 6 competitors' LinkedIn content and found an open gap: none tell their franchise story in a founder's voice. • Drafted 16 LinkedIn posts for the CEO with sourced statistics and ad compliance notes, plus a plan to post twice a week.	
Growth Associate , VERVON (marketing agency), Remote	Oct 2026 to Present
• Used Claude AI to find 256 owner leads at Northeast consumer, ecommerce, and wellness brands (target: \$1M+ revenue). • Audited prospects' websites, Google Maps rankings, Instagram, and Meta ads to pitch Local SEO, landing pages, or Google Ads. • Sent 248 LinkedIn connection requests to business owners to book intro calls for agency leadership.	
Social Media Marketing Student Assistant , SMCCCD Sustainability, San Mateo, CA	May 2026 to Present
• Run Instagram for a program serving 3 Bay Area colleges: content calendar, captions, Canva designs, and scheduling. • Grew monthly reach from 483 to 3,054 accounts in 2 months by using Instagram Insights to post more of what performed best.	
Ecommerce Data Analysis and Strategy Extern , Breaking Games LLC, Remote	Sep 2025 to Nov 2025
• Analyzed Google Analytics, Meta Ads, and Shopify data, finding 70% cart abandonment and 40% lower mobile conversion. • Worked with the Breaking Games team and presented a growth strategy with 5 conversion recommendations.	
Business Intern , College of San Mateo, San Mateo, CA	Sep 2024 to Aug 2025
• Led a campaign that raised Hispanic Serving Institution program applications by about 30%; wrote copy and designed flyers.	
SEO Strategy Extern , Anytune Inc, Remote	Jan 2025 to Mar 2025
• Built an SEO and content strategy from Google Keyword Planner research and website and app store performance data.	

PROJECTS

Founder , 2 Shopify Clothing Stores (Thobes), Remote	Mar 2024 to Jul 2024; Aug 2025 to Jan 2026
• Generated \$3,100+ in sales from 57+ orders on under \$700 in Google, Meta, and TikTok ad spend (over 4.4x blended ROAS). • A/B tested Meta ad photos (lifestyle photo got 40% higher CTR) and drove about 5,000 visitors to the custom thobe store. • Built Mailchimp and HubSpot email flows for new subscribers, abandoned carts, and buyers (30% open rate, 3% click rate). • Ran SEO audits in Semrush, Ahrefs, and Screaming Frog and fixed broken links, missing titles, and slow pages. • Set up Google Tag Manager conversion tracking, built Looker Studio dashboards, and used SQL to find which products sold best.	
Founder , Online Personal Development Community (Skool and Instagram), Remote	Aug 2024 to Dec 2024
• Grew a free Skool community to 392 members through 100+ Instagram posts, one of which reached nearly 200,000 views.	

ADDITIONAL EXPERIENCE

Front Desk Representative (Full Time) , College of San Mateo Athletic Center, San Mateo, CA	Nov 2025 to Oct 2026
• Wrote a front desk procedures guide and trained 5 new hires, cutting onboarding time by 40%.	
Website Volunteer , Masjid Al Haqq	Aug 2025 to Jan 2026
• Managed the Wix website and updated it daily, adding and editing content to keep it current.	

CERTIFICATIONS

Social Media Simternship Certificate , Stukent	Oct 2026
Social Media Certification , HubSpot Academy	Sep 2026
Google Ads Search Certification , Google Skillshop	Aug 2026
Google Analytics, Google Ads Measurement, and AI Powered Shopping Ads Certifications , Google Skillshop	In progress

SKILLS

Marketing: SEO (keyword research, technical audits, Local SEO), Paid Search, Paid Social, Email Marketing, A/B Testing, Social Media Marketing, Content Strategy, B2B Lead Generation, Funnel and Conversion Analysis, Community Building

Tools: Google Ads, Meta Ads Manager, TikTok Ads Manager, Meta Business Suite, GA4, Google Tag Manager, Looker Studio, Google Search Console, Google Keyword Planner, Semrush, Ahrefs, Screaming Frog, Mailchimp, HubSpot, Shopify, Wix, WordPress, Canva, Photoshop, Excel, Google Sheets, Claude AI, and basic SQL, HTML, and Python

Languages: English, Arabic (conversational)