

# ELIJAH KATES

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## SUMMARY

Marketing-focused Business Administration student at Cal Poly Pomona with 4.5 years of customer-facing operations experience and a consistent record of stepping into leadership roles. Certified in Google Analytics and Google Ads. Entrepreneurial background running an independent e-commerce reselling business with 277+ completed sales. Skilled in digital content creation, product photography, Photoshop, and AI productivity tools. Strong communicator with foundational knowledge in market research and consumer behavior through coursework and applied team projects.

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## EXPERIENCE

### **Independent Online Reseller (Self-Employed), 08/2025 - Current** **Depop & eBay - La Verne, California**

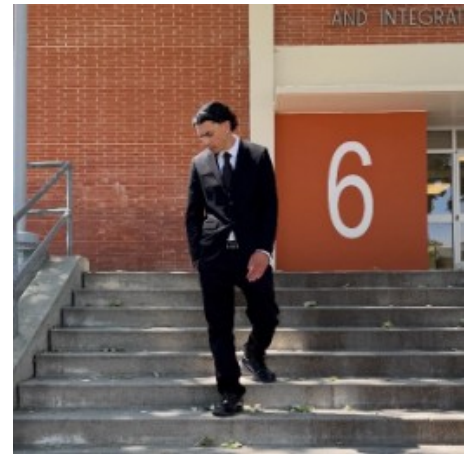
- Built and operate a personal e-commerce business with 277+ completed sales, primarily on Depop
- Manage all operations end-to-end: inventory, pricing strategy, customer communication, and shipping logistics
- Source all inventory independently using trend research and resale market analysis
- Photograph, edit, and list products using Photoshop — optimizing visual presentation for conversion

### **Online Grocery Associate, 10/2021 - Current** **Walmart - Glendora, CA**

- Designated by team and store leads to maintain operations and support coworkers during leadership absence, reflecting trusted role over 4+ years
- Managed high-volume daily order fulfillment: picking, staging, and preparing customer orders under time pressure
- Coordinated with Uber Eats and Spark delivery drivers to resolve complications, ensuring accurate and timely deliveries for customers
- Handled customer service calls and in-person issues, processing refunds and resolving order problems to maintain customer satisfaction

### **Content & SEO Intern, 01/2026 - 04/2026** **Cal Poly Pomona Nursery - Pomona, CA**

- Collaborated with a student team to develop and execute an SEO strategy promoting the CPP Nursery's Tomatozania event for a university-partnered client



## CONTACT

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## SKILLS

- Google Analytics (GA4)
  - Google Ads (Search & Display)
  - SEO
  - Content creation
  - Depop
  - eBay
  - Product sourcing
  - Listing optimization
  - Product photography
  - Inventory & logistics
  - Adobe Photoshop (intermediate)
  - AI tools for productivity and creative production
  - Team leadership
  - New hire training
  - Conflict resolution
  - Public speaking
  - Microsoft Excel
  - Google Workspace
  - POS systems
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## WEBSITES, PORTFOLIOS, PROFILES

- [linkedin.com/in/elijahkates](https://www.linkedin.com/in/elijahkates)

- Scripted, filmed, and edited YouTube content for Tomatozania — managing full video production from concept through publish
- Co-developed a forward-looking content plan for the upcoming Pepperzania event, building a repeatable framework for future campaigns
- Applied digital marketing skills in a real client-facing environment, bridging coursework with hands-on execution

### **Busser, 01/2025 - 04/2025**

#### **Pizzaioli - Chino, CA**

- Facilitated table turnover and assisted front-of-house staff in fast-paced dining environment
- Cleaned and sanitized dining areas to maintain a safe environment.
- Assisted servers by delivering food and beverages to tables promptly.
- Set up and replenished dining tables with utensils and condiments efficiently.

### **Shift Lead, 06/2021 - 10/2021**

#### **Juice It Up**

- Led daily store operations and trained new hires on company procedures, safety standards, and service expectations
- Maintained POS accuracy and operational standards while delivering a positive customer experience
- Supervised daily operations and maintained store standards for quality and cleanliness.
- Trained and mentored team members on product knowledge and customer service techniques.
- Managed inventory levels and ensured accurate stock replenishment procedures were followed.

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## EDUCATION

### **Bachelor of Science, Business Administration, Marketing — Digital Marketing & Sports/Entertainment Marketing, Expected in 01/2027**

#### **California State Polytechnic University - Pomona**

Relevant Coursework: Marketing Strategy, Consumer Behavior, Business Analytics, AI in Marketing

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## CERTIFICATIONS

- Google Analytics Certification, 03/26
- Google Ads Search Certification, 03/26
- Google Ads Display Certification, 03/26
- Manage GA4 Data & Learn to Read Reports, 02/26
- Get Started Using Google Analytics (GA4), 02/26
- ServSafe Food Handler Certification

- San Bernardino County Food & Alcohol Safety Certification
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## LANGUAGES

- English, Native / Bilingual
  - Spanish, Elementary
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## PROJECTS VENTURES

- Third Channel – Founder, 2024–Present, Personal creative brand built as an umbrella for future ventures in media, marketing, storytelling, and digital production.
  - Generative AI Policy & Market Strategy, Statistics Without Borders, Collaborated with a student research team to develop an internal AI policy and go-to-market strategy. Supported focus groups, qualitative analysis, and client communication.
  - Communication Barriers in the Workplace, Academic Research – Cal Poly Pomona, Led a semester-long research project analyzing organizational communication and proposing actionable solutions to improve workplace collaboration.
  - Smart Pocket Mobile App Concept, Consumer Behavior Course Project, Co-developed a conceptual financial assistant app using consumer behavior insights, segmentation, and strategic messaging frameworks.
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## REFERENCES

References available upon request.