

## **Elijah Iliria**

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### **Academic Information**

#### **Bentonville High School**

Graduation Date: May 2024

GPA: 3.75

ACT Composite Score: 30

Dual Enrollment College Courses Completed: Chemistry I, Public Speaking I, English Composition I, Introduction to Computer Information Systems

Dual Enrollment College Courses Planned: Psychology I, Business Law

### **Extracurricular Activities**

#### **Restaurant Food Expeditor / Runner / Host / Busser Mirabella's Table**

Started working at age 14, showcased roles of leadership by training and onboarding co-workers, utilizing experience and knowledge, exhibited culinary expertise in food preparation, plating, and service through extensive menu and ingredient knowledge, employed attention to detail, organizing and preserving food in designated containers / storage, strictly adhering to FDA food safety regulations, perpetuated restaurant's reputation of exceptional hygiene and cleanliness of public facilities, assumed managerial responsibility, efficiently handling restaurant closing procedures, organized food catering for diverse group sizes and coordinated food distribution between private events and parties

#### **Trading Card Agency Founder and CEO Nexus Emerge Trade**

Pioneered and successfully administered online business, specializing in buying and reselling in-demand trading card boxes and merchandise across various e-commerce platforms; achieved 400% return on investment; utilized extensive market knowledge to enhance value of CPG consulting internship with Legacy Retail Solutions

#### **Strategic Retail Consulting Intern Global New Ventures (GNV)**

Orchestrated arrangement and presentation of modular displays for buyer line review meetings, leveraged supplier reporting software including Walmart's Retail Link to analyze sales data and generate comprehensive reports utilizing Microsoft Excel and pivot tables, conducted in-depth analysis of market competition by visiting major retailers, capturing images of modular displays and presenting insightful findings to clients

**CPG Consulting Intern**  
**Legacy Retail Consulting (LRC)**

Curated Pokemon Trading Card Game merchandise into bundles at retail brick-and-mortar stores like Sam's Club and Costco, conducted extensive market research to analyze and target current trends and facets, including, consumer preferences, content consumption patterns, merchandise demand, and cultural influences, derived actionable insights and intelligence to sales and marketing teams, driving well-informed strategies to achieve targeted return on investment, participated in numerous key business meetings, gaining valuable insights into Consumer Packaged Goods (CPG) industry

**Park Restaurant and Beachfront Volunteer**  
**Parque Nacional Manuel Antonio**

Volunteered at Costa Rica's most visited National Park, facilitating restaurant and gift shop business through effective advertising and improved customer service, maintained park's recreational facilities including bathrooms, sanitation / wash stations, and waste disposal, prepared food and menu item inventory, such as bakery items, savory foods, fruit, and desserts, during and prior to restaurant business hours, exercised verbal and non-verbal communication skills with monolingual Spanish-speaking kitchen staff and employees

**Costa Rica Work-Study Student and Volunteer**  
**Máximo Nivel School and La Posada Jungle Hotel**

Enrolled in locally-instructed Spanish classes among backpackers, study-abroad students, and teachers pursuing ESL certifications, engaged with and established formal and informal connections with local community, optimized exceptional guest experience and customer service at family hotel, accommodating guests' needs and assisting in management, facilitated hotel renovation processes and implementation of new restaurant extension

**Global Business Strand Student**  
**Ignite Center for Advanced Professional Studies**

Honed networking skills with industry professionals while building strong professional career and personal brand, showcased expertise of skills such as critical thinking, problem-solving, oral and written communication, leadership, and time management through client projects, fostered growth of personal trading card game business using broad range of offered resources and skills

**Club Secretary and Hobby Freelancer**  
**Bentonville High School Photography Club, Nexus Emerge Trade**

Cultivated unique portfolio exercising array of distinct styles of photography and arranging creative compositions, elected secretary of BHS Photography Club and innovated inclusive club activities, marketed personal start-up trading card agency, Nexus Emerge Trade, implementing and utilizing search engine optimization for images by remaining aware of e-commerce platform algorithmic patterns

**Tennis Athlete and Doubles Partner**  
**Haas Hall Academy Bentonville Varsity Tennis Team**

Excelled in tennis through regular practice with friends, family, and professionals, represented Haas Hall Academy Bentonville Men's Doubles for AAA State Conference Tournament and achieved first place for Regional Conference Tournament, acquired valuable insights into sportsmanship, discipline, and importance of perseverance in achieving athletic goals

### **Digital and Traditional Artist / Animator**

Developed diverse and expressive artist portfolio demonstrating idiosyncratic art styles and mediums emulating skills and techniques of renown historical and modern artists, cooperated with fellow artists to engage in collaborative projects and partnered work, commissioned by clients to produce specialized art, animation, or compositions, featured online by official published author social media pages

### **NSLI-Y Alumni / Mandarin Scholar**

#### **National Security Language Initiative For Youth Program, Preply and Duolingo**

Accepted into competitive 10-week intensive language program for entry-level Mandarin, sponsored by Department of State's Bureau of Educational and Cultural Affairs, engaged actively in peer learning, virtual seminars, and study groups to enhance language proficiency, studied independently using online social networking platforms including Discord, and learning platforms, including Preply and Duolingo

### **Guardian-Assisted Shareholder Stock Investor**

#### **Diverse E-Trade Portfolio**

Managed diverse E-Trade portfolio across a broad range of industries, exemplifying financial acumen and in-depth understanding of financial markets, analyzed market trends and market shift projections to conduct well-informed, data-driven stock purchase decisions, utilized financial analysis tools and resources to optimize portfolio performance, established \$3500 portfolio and achieved impressive 87% ROI through well-structured investment strategies

### **Experienced World Traveler**

Embarked on enriching travels to 23 countries across North America, Africa, Europe, and Asia, fostering a deep appreciation for diverse cultures, cuisines, and climates, explored 18 US States gaining a comprehensive understanding of the geographical and cultural diversity, cultivated global perspective and cross-cultural competency by engaging with people from various backgrounds and nationalities, engaged in snowboarding and skiing for 15 years during seasonal breaks and vacations, enjoyed surfing during seasonal vacations for past 7 years

### **Community Volunteer**

#### **National Honor Society, Samaritan House, Pedal It Forward**

Dedicated volunteer service to various organizations, including National Honor Society, Samaritan House, and Pedal It Forward, contributing to many impactful initiatives, engaged in diverse community service roles, adapting to broad range of roles, served and waited tables at Samaritan House Cafe, serving free, hot meals to those in need, repaired and serviced street / mountain bicycles and repurposed them, donating bikes to individuals and low-income families

# Projects

## **Amazon vs Walmart Retail Dominance 2030 Projections Ignite Center for Advanced Professional Studies**

Collaborated on compelling research project, analyzing and presenting Amazon's revenue projections and anticipated decadal growth in comparison to Walmart to a diverse audience, including Walmart Marketing Executives, VPs, and Retail Professionals, recognized for presenting the best presentation, underscoring team's ability to effectively convey complex ideas and data in a clear, concise, and engaging manner, while accommodating diverse levels of familiarity with the subject matter, developed the capacity to deliver impactful presentations, enhancing ability to articulate ideas comprehensively, conducted extensive market analysis and collected reliable data from credible sources, honing research capabilities and problem-solving skills, leveraged the opportunity to build relationships with industry professionals, expanding professional network and creating potential pathways to future opportunities, such as internships, strengthened foundation in strategic thinking and enhanced understanding of the retail industry's dynamics, developing skills as an effective and insightful contributor in professional environment

## **How Can Walmart Utilize Generative AI to Appeal to Generation Z Audiences Ignite Center for Advanced Professional Studies**

Utilized generative AI models, specifically OpenAI's API, to streamline research processes and development, spearheaded collaborative client project, exhibiting enhanced understanding of research methodologies and information structuring, led project development and execution through preliminary planning stages, focusing on aligning project deliverables with set objectives, engaged in proactive consultations with project sponsors and business professionals to derive well-rounded approach, integrating external guidance with team's vision, navigated intricate team dynamics, exemplifying ability to integrate diverse perspectives, motivations, and talents toward unified goal, consolidated invaluable experiences into foundational understanding of collaboration, leadership acumen, and project execution techniques

## **PICKL Actionable Brand Insights Ignite Center for Advanced Professional Studies & PICKL**

Employed Microsoft Excel to derive actionable insights from demographic and geographic segmentation at various levels of granularity to brands, leveraged BI Tools like Microsoft Power BI and Tableau to integrate geospatial and socioeconomic data to create complex graphics and metrics, programmed and executed VBA Excel macros to reverse geocode geographic coordinates with Google Maps API to extract precise locations in order to administer data correlation of hyper-localisation and US Census Bureau data analytics, manipulated temporal statistical data to conduct time-series and lag analysis, modeled and constructed a dashboard consisting of static and dynamic pivot tables in order to present data, delivered calculated brand and product metrics such as, conversion rate, customer retention rate, upsell ratio, customer acquisition cost, etc

## **Professional Website UI/UX Design**

Leveraged HTML and CSS to create an intuitive and visually appealing user interface (UI) and user experience (UX) design for personal website, employed the assistance of seasoned UX designers, tapping into their expertise to refine and optimize the user journey, navigation, and overall interface, gained hands-on experience in crafting UI/UX solutions that prioritize user needs and preferences, translating complex ideas into user-centric, accessible web designs

## **Languages**

### **Spanish**

Limited Working Proficiency

### **Chinese**

Elementary Proficiency

## **Honors and Awards**

**AVANT STAMP 4S Spanish Seal of Biliteracy**

**U.S. Department of State's National Security Language Initiative for Youth (NSLI-Y) Virtual Fall Mandarin Alumni**

**U.S. Department of State's National Security Language Initiative for Youth (NSLI-Y) Mandarin Academic Year Program Semi-Finalist**

**The Kennedy-Lugar Youth Exchange and Study Abroad (YES Abroad) Academic Year Finalist Alternate**

**Microsoft Office Specialist (MOS) Powerpoint Associate**

**Microsoft Office Specialist (MOS) Word Associate**