

Matija Malenovic

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Business Administration student with minors in Computer Science, Economics, and Liberal Arts. Generated \$10K+ in client revenue through digital marketing campaigns, developed a web app serving 500+ users, and led multiple teams as a student leader and collegiate soccer captain. Experienced in marketing, web development, and design, with proven ability to drive growth, manage projects, and deliver high-impact results.

EDUCATION

University of Science and Arts of Oklahoma
Chickasha, Oklahoma

Expected Graduation: December 2025

Bachelor of Science in Business Administration

Minors: Computer Science, Economics, and Liberal Arts

GPA: 3.96

PROFESSIONAL EXPERIENCE

Freelance Digital Marketing Manager & Web Designer

May 2022 – Present

Elevator

- Manage digital marketing and social media growth for multiple clients, attracting 100+ new leads, growing accounts from 0 to 3K+ followers, and generating over \$10K in revenue.
- Develop creative graphics and reels that increased online engagement by over 300%.
- Successfully run targeted ad campaigns, generating 20+ leads per ad on Instagram and doubling engagement rates across several platforms.
- Produced professional highlight videos for 10+ athletes, several of whom received NCAA Division I offers.
- Designed responsive websites optimized for performance and user experience using Figma, HTML, CSS, JavaScript, and React.

Resident Advisor

August 2023 – August 2025

USAO Student Life & Housing

- Served as a trustworthy role model and first responder to complaints, reports, and emergencies, responding to over 10 incidents.
- Coordinated bi-weekly social events for my residence hall, increasing student engagement by over 30%.
- Managed check-ins and check-outs for over 300 students annually, ensuring smooth transitions and accurate housing records.
- Selected for outstanding leadership, communication, and dependability over two consecutive years.

SKILLS

- Marketing: Social Media Management, Digital Marketing, SEO, Brand Development
- Technical: React, JavaScript, HTML/CSS, Django, R Studio, Microsoft Excel
- Design: Affinity, Figma, Canva, CapCut
- Soft Skills: Leadership, Communication, Problem Solving, Data Analysis

PROJECTS

MyMealPlan Web App

April 2025 – Present

Designer, Full Stack Developer | mymealplan.cloud

- Designed and developed a responsive web application used by 500+ students to track meal swipes, flex dollars, and dining transactions.
- Solved a real-world problem, boosting student satisfaction and helping users save thousands of dollars by efficiently managing meal plans.
- Presented the project in 5+ meetings with university and tech personnel, generating investment interest from two potential funders
- Collaborated with a teammate to deliver a fully functional, user-friendly platform from concept to deployment using Figma, Django, React, and JavaScript.

LEADERSHIP & CAMPUS INVOLVEMENT

Student Government Association (SGA)

December 2024 – Present

Public Relations Officer

- Developed and executed social media campaigns and event promotions, growing followers by 200 and boosting engagement by 50%.
- Designed graphics and digital content to enhance SGA's online presence and drive student participation in campus events.

International Students Club (ISC)

September 2025 – Present

Head of Public Relations, Executive

- Created and managed the club's Instagram account, gaining 250+ followers and 30K+ views within the first month.
- Organized, promoted, raised funds, and created content for the biggest event in school's history organized by a club with 450+ attendees.
- Promoted three major events, each attracting 50+ attendees, increasing engagement and club visibility.
- Designed flyers, posters, and social media ads for a fundraising campaign that raised over \$2,000 for club initiatives.

AWARDS & HONORS

- USAO Men's Soccer Team Captain – 2024, 2025
- Bill & Pat Smith Scholar-Athlete – Spring 2024
- NAIA Scholar-Athlete – 2023, 2025
- Sooner Athletic Conference Scholar-Athlete – 2024, 2025
- Academic All-Sooner Athletic Conference – 2021, 2024
- Men's Soccer All-Sooner Athletic Conference – 2023, 2025
- Sooner Athletic Conference Commissioner's Honor Roll – 2024, 2025
- USAO Regents Honor Roll – Fall 2022 – Fall 2025