MAYA TRIVUNOVIC

Marketing | Account Management | Business Development
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SUMMARY

Kelley School of Business senior combining an analytical foundation in Accounting and International Business with hands-on experience in marketing, team leadership, and client engagement. Interested in opportunities at the intersection of business strategy, customer relationships, and growth.

EDUCATION

Indiana University, Kelley School of Business *Expected May 2027*
Bachelor of Science in Business
Major: Accounting · **Co-Majors:** International Business and Law, Ethics and Decision-Making (LEAD)
GPA: 3.75 · Hutton Honors College · Provost Scholar

Study Abroad, Barcelona, Spain *Spring 2026*
University of Barcelona and IES Abroad

PROFESSIONAL EXPERIENCE

Bookkeeper | *Proof Bar & Eatery* *May – Aug 2026*
- Managed accounts payable and receivable, supporting daily financial operations and expense tracking.
- Developed an Excel-based bookkeeping system that standardized entries, automated profitability reporting, and reduced accounting costs.

TikTok Social Ambassador | *IES Abroad* *Jan–May 2026*
- Selected to represent IES Abroad as a student TikTok ambassador during the semester in Barcelona.
- Created short-form videos showcasing student life, travel, and local culture to engage prospective study-abroad students.

Law Intern | *Austgen Kuiper Jasaitis, P.C.* *May – Aug 2025*
- Coordinated documentation, deadlines and communication across multiple estate planning and probate matters.
- Worked directly with attorneys and clients to gather information, prepare legal documents, and support complex client matters.

Social Media Manager | *Now Yoga* *May – Aug 2024*
- Developed and managed Instagram content, from creative concept through filming, editing and publishing short-form videos and social posts.
- Produced content that ranked among the studio's highest-performing Instagram posts by likes, outperforming most other published content.

LEADERSHIP EXPERIENCE

Director of Marketing, Season Magazine (promoted from contributor, to manager, to director) *Aug 2023 – May 2026*
- Led a 10-person marketing team developing promotional campaigns and content for a student-run fashion and lifestyle publication.
- Coordinated promotional campaigns, campus activations, creative content, and publication launches, managing contributors, timelines, and deliverables.
- Created and launched *Season Wants to Know*, an Instagram Stories interview series featuring IU students to build campus engagement and magazine awareness.

Peer Coach, Academic Success at Kelley (ASK) *Jan 2025 – Present*
- Coach 5-10 Kelley students weekly, translating complex accounting and business concepts into clear, actionable guidance tailored to individual learning needs.

SKILLS

Marketing & Creative: Social Media Strategy · Content Development · Campaign Coordination · Canva · Short-Form Video Production

Business & Analytical: Microsoft Excel · Microsoft PowerPoint · Financial & Managerial Accounting · Research & Analysis · Power BI (Coursework)