

# Arya Sharan

Engineer • Entrepreneur • Innovator

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[LinkedIn](#) | [GitHub](#) | [Lowwkey](#)

## Professional Summary

Second-year Electrical and Electronics Engineering student with a proven track record in entrepreneurship and marketing. Co-founder and Marketing Head of a successful print-on-demand clothing brand, demonstrating strong skills in brand strategy, digital marketing, and team leadership. Eager to apply a growing technical skill set in Python, AI, and Data Science to create innovative, impactful ventures at the intersection of engineering and business.

## Education

Dayananda Sagar College of Engineering | Bangalore, India  
Bachelor of Engineering (B.E.), Electrical and Electronics Engineering  
Expected Graduation: August 2028  
DY Patil International School  
Senior Secondary School (Class 12), Mathematics & Computer Science  
April 2023  
Bishop Cotton Boys' School  
High School (Class 10)  
2021

## Professional Experience

Co-Owner & Marketing Head | Lowwkey | Bangalore & Mumbai  
September 2024 - Present

- Co-founded and launched a niche, print-on-demand clothing brand, overseeing all aspects of brand strategy and business growth.
- Designed and executed targeted digital marketing campaigns, achieving an efficient Cost Per Mille (CPM) of ₹50.
- Led successful collaborations with influencers and optimized online campaigns to significantly boost brand visibility and engagement.
- Aligned all product launches with current market trends and consumer preferences to maximize sales and brand relevance.

Marketing Team Member | Dayananda Sagar College of Engineering | Bangalore  
October 2024 - Present

- Develop and implement promotional strategies for major college events and student-led initiatives.

- Create impactful marketing campaigns that enhance student engagement and strengthen the college's public relations outreach.
- Foster key collaborations with internal and external partners to amplify event reach and success.

Operations Team Member | IEDC (Innovation and Entrepreneurship Development Cell) | Bangalore  
2024 - Present

- Actively contribute to the planning and execution of innovation and entrepreneurship events on campus.
- Support the project ideation process for student startups, helping to foster a vibrant startup culture within the college.

Key Projects

Lowwkey Brand Launch

- Conceptualized a unique clothing brand identity and built a comprehensive online presence from the ground up.
- Developed the e-commerce strategy, including platform selection, user experience design, and a print-on-demand supply chain.
- Successfully leveraged social media marketing and strategic partnerships to establish the brand in a competitive market.

Skills

Technical Skills	Marketing & Business	Languages & Interpersonal
Python (Intermediate)	Digital Marketing	English (Fluent)
C / C++	Brand Strategy	Hindi (Fluent)
MATLAB	Public Relations	Kannada (Basic)
Simulation Software	Campaign Optimization	Leadership
Arduino	E-commerce	Team Collaboration
	Influencer Marketing	Public Speaking