

Arya Sharan

Engineer • Entrepreneur • Innovator

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

Professional Summary

Second-year Electrical and Electronics Engineering student with a proven track record in entrepreneurship and marketing.

Professional Experience

1. Co-Owner & Marketing Head | Lowwkey | Bangalore & Mumbai

September 2024 – May 2025

- 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.

2. Community Volunteer & Content Team Member | Under 25 DSCE | Bangalore

September 2025 – Present

- Event Operations: Facilitate on-ground logistics and attendee management for community events, ensuring seamless execution and high student participation.
- Content Creation: Ideate and produce engaging social media content for the student chapter, enhancing digital visibility and audience interaction.

3. 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.

4. Operations Team Member | IEDC (Innovation & Entrepreneurship Development Cell)

November 2024 – September 2025

- Actively contribute to the planning and execution of innovation and entrepreneurship events on campus (E-Summit).
- 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.

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

Skills

Technical Skills	Marketing & Business	Languages & Interpersonal
Python, C / C++	Digital Marketing	English (Fluent)
MATLAB, Arduino	Influencer Marketing	Hindi (Fluent)
PCB Design	Public Relations	Kannada (Basic)
AutoCAD	Brand Strategy	Leadership
Digital & Analog Circuits	E-commerce	Team Collaboration
Data Structures	SEO	Public Speaking