

Sharav Jiwrajka

 www.linkedin.com/in/sharav-jiwrajka-910007313 |  sharav07@gmail.com |  Los Angeles, CA |  Mumbai, India

Education

Loyola Marymount University	B.S. Information Systems & Business Analytics	2025 – 2027
University of Washington, Seattle	Pre-major, Business Administration	2023 – 2025
Dhirubhai Ambani International School	Kindergarten – IB Diploma	2009 – 2023

Experience

Schbang Digital Solutions Private Limited **Mumbai, India**
Intern – Brand and business solutions strategist May – August 2025

- Contributed to 7+ pitch decks and business development initiatives, helping secure 2 new client accounts across FMGC, fashion, lifestyle, finance, and beauty sectors.
- Conducted competitive audits on 100+ social media assets, delivering trend insights that shaped content strategy for specific brands like L'Oréal and Nykaa Man.
- Collaborated with 5 cross-functional teams and partner agencies to support execution of 10+ integrated marketing campaigns across digital platforms.

Raheja Universal Private Limited **Mumbai, India**
Intern – Land Development and Marketing June – August 2024

- Researched the impact of city projects, including the Mumbai Coastal Road and Metro on property values in adjacent micro-markets, identifying an estimated 15% projected price appreciation in north, south, and central Mumbai zones.
- Delivered a competitive market report profiling four key residential projects, which suggested sales strategies for an upcoming luxury launch
- Contributed to the preparation of 2 business development proposals, incorporating revenue projections and marketing ROI metrics.

Alok Industries Limited **Mumbai, India**
Intern – Product Development and Marketing June – September 2023

- Designed a 25-piece line of elevated essentials blending comfort and luxury, targeting India's \$1.5B premium casualwear segment.
- Researched global runway trends and consumer data between 2017 and 2022 to map Alok's fabric and design gaps, recommending 3 high-demand categories for diversification.
- Collaborated with textile engineers to develop 4 new sustainable fabric blends using moisture-wicking and stretch tech for active-luxury and premium casual's applications.

Projects

Irizium Apparel **Mumbai, India**
Founder & Creative Director June 2023

- Founded a premium casualwear label focused on 500+ GSM heavyweight fabrics, creating elevated everyday staples that merge structure with softness.
- Designed a 30-piece collection for men and women, combining architectural silhouettes with refined textures to fill a market gap in India's \$1.5B luxury basics space.
- Managed full-cycle operations, from textile procurement to tailoring, with a budget of ₹1L (~\$1150) in startup capital, building early brand traction through pop-ups and social media.

Canine Couture **Mumbai, India**
Apprenticeship February 2020

- Launched a niche petwear brand offering functional and fashion-forward apparel for dogs, targeting urban pet owners in India's growing \$500M pet care market.
- Designed, marketed, and sold custom-fit garments through school fairs and social media, generating over ₹75,000 (~\$900) in revenue within 3 months.
- Gained firsthand experience in pricing strategy, customer feedback loops, and product iteration. This led to the sparking of my long-term interest in entrepreneurship and user-centric design.

Activities and Societies

Sigma Phi Epsilon (ΣΦΕ), Washington Beta Chapter 2024 – 2025 **Seattle, WA**
Built a strong professional network through alumni events and chapter initiatives, while also contributing to event planning and budgeting processes that managed monthly expenses across recruitment and social programming.

Husky Squash Club 2023 – 2025 **Seattle, WA**
Developed discipline and mental focus through regular training and matches, while building cross-cultural connections with a diverse student athlete community.

Skills & Languages

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| Marketing Research & Strategy | English |
| Microsoft Office Suite | Hindi |
| Project Management | Marathi |
| Relationship Management & Communication | Spanish (Basic) |