

Sharav Jiwrajka

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Los Angeles, CA | Mumbai, India

Education

Loyola Marymount University	BBA, Information Systems & Business Analytics	2025 – 2027
University of Washington, Seattle	Pre-major, Business Administration	2023 – 2025

Experience

William Hannon Library (LMU) **Los Angeles, CA**
Outreach & Engagement Assistant January 2026 – Present

- Assist in managing operations for 10+ events, including logistics, guest registration, and on-site coordination
- Design promotional materials and contribute to outreach and social media efforts to drive student engagement
- Maintain data of event attendance and feedback by collaborating with library staff across departments

Off Campus Universe **Los Angeles, CA**
Sales Representative November 2025 – Present

- Track weekly availability of 5-10 off-campus housing listings, posting inventory across social media channels
- Make outbound calls to prospective student renters to introduce available apartments and current leasing promotions
- Follow up with leads and maintain CRM and lead management tools to track prospects

Schbang Digital Solutions Private Limited **Mumbai, India**
Intern – Brand and Business Solutions Strategist May – July 2025

- Worked on digital marketing and brand campaigns across FMCG, fashion, lifestyle, and beauty industries, supporting product positioning, messaging frameworks, and go-to-market strategy through 10+ strategy decks
- Analyzed consumer behavior and market trends using campaign performance data, audience insights, and competitive benchmarks to inform content strategy, brand positioning, and partnership recommendations
- Evaluated 5+ marketing KPIs including impressions, reach, CTR, engagement, and conversions using Excel and Google Sheets to identify trends, predict audience response, and improve campaign ROI and client reporting

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

- Evaluated the impact of 2 major infrastructure projects (Mumbai Coastal Road and Metro) on residential pricing across 5 Mumbai micro-markets, identifying high-appreciation zones through location and demand analysis
- Performed market and financial modelling to evaluate residential supply, pricing, and buyer segments, informing positioning and market strategy for a luxury development launch
- Prepared revenue projections and marketing ROI analyses in Excel to support business development proposals and client acquisition

Alok Industries Limited **Mumbai, India**
Intern – Apparel Development and Marketing July – September 2023

- Analysed 3 key runway trends and global consumer data with fashion database WGSN, to identify 3 product diversification categories for growth (premium basics, luxury athletics, standard nightwear)
- Supported cost breakdowns and BOM reviews for 25 garment samples, assisting pricing and feasibility analysis for new product lines
- Coordinated feedback loops across design, engineering, and marketing teams to drive iterative revisions and final garment approvals

Activities and Societies

LMU Marketing Society **Los Angeles, CA**
Professional Development Board January 2026 – Present

- Source and curate student job and internship opportunities relevant to marketing and business roles
- Connect local small businesses with student-led marketing teams to support real-world projects
- Facilitate collaborations that deliver hands-on experience for students and fresh creative input for businesses

LMU Lions Motorsports **Los Angeles, CA**
Marketing Lead August 2025 – Present

- Lead digital strategy and brand execution to grow visibility for LMU's Formula SAE team
- Design and source team merchandise, coordinating with vendors on pricing, materials, and production
- Support website development and updates to improve team presence and sponsor-facing communication

Sigma Phi Epsilon (ΣΦΕ), Washington Beta Chapter **Seattle, WA**
Member – PC 24 August 2025 – Present

- Participate in **alumni, professional, and chapter-led events** to build a cross-industry network
- Contribute to **chapter initiatives and team activities**, emphasizing collaboration and accountability
- Engage in **leadership and professional development programming** aligned with Sigma Phi Epsilon values

Projects

Irizium Apparel June 2023 **Mumbai, India**

- Designed a 25-piece luxury casualwear label using 500+ GSM fabrics and premium trims
- Managed end-to-end operations like sourcing, production, budgeting, distribution
- Performed costing and pricing analysis to ensure viable unit economics for a limited-run launch

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

- Launched a pet-wear venture offering functional fashion, targeting India's \$500M urban pet care market
- Designed, marketed, and sold products through school fairs and social media
- Generated ₹75,000 (~\$900) in revenue and built skills in pricing strategy, customer feedback loops, and product iteration