



AASTHA KUMAR IYER

Singer-Songwriter | Composer



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www.aastha-music.com

Education

MA in Music Management & Marketing

University of York, UK

2024-2025

BA(Hons) Music

Lasalle College of the Arts,
Singapore

2021-2024

Expertise

Vocals

Songwriting

Composition

LANGUAGES – *Fluent in English
and Hindi*

Music Links (Linktree):

<https://linktr.ee/aasthamusic>

About Me

I hold a BA (Hons) in Music from LASALLE College of the Arts (Goldsmiths, University of London), specializing in Pop vocal performance, with over 10 years of formal training in Indian Classical music. This blend of traditional and contemporary styles shapes my unique artistic identity as a singer-songwriter and composer. My original music has been released on major streaming platforms, and I have performed live across Mumbai, Singapore, and York in settings ranging from academic showcases to festivals and collaborative international projects.

Most recently, I completed an MA in Music Management and Marketing at the University of York, where I developed expertise in brand development, audience analytics, marketing strategies, and event planning. Through hands-on collaborations with concerts and music events, I gained valuable experience in audience engagement, promotional strategy, and artist-brand alignment. Passionate about bridging artistry with entrepreneurship, I continue to grow as a performer while also building the skills to strategically manage and market my music in today's competitive industry.

Experience

2012 – 2016:

Training in Karnatic Music (Vocals) for 5 years in Dubai

2016 – 2021:

Training in Hindustani Classical Music (Vocals) for 5 years in Mumbai, India from the Ajivasan Music Academy

2019 – 2021:

Training in Pop music (Vocals) with a private vocal teacher for 2 years

2021 – 2024:

Specializing in Pop Vocals for 3 years in Lasalle College of the Arts, Singapore

Work Experience

Festival Assistant - National Museum of Early Music (Volunteer, Part-time) York, UK | 4–11 July 2025

- Worked in a team of 13 on concert operations, including stage and hall setup, audience greeting, and front-of-house coordination.
- Managed event materials, including signage and program booklets, ensuring smooth operations and clear communication.
- Acted as key artist liaison, coordinating backstage logistics, communications, and artists' needs efficiently.
- Assisted the concert manager in the successful execution of live performances.
- Achievement: Contributed to a seamless festival experience, earning positive feedback from staff and performers for professionalism and efficiency.

York Concert | Apprenticeship – Student-Centered Event Programming York, UK | Feb 2025 – Apr 2025

- Led a team of 6, coordinating rehearsals and delegating tasks to ensure smooth preparation and execution of concerts.
- Developed a detailed technical document covering performance order, staging, lighting, and runtime for three ensembles.
- Directed live concerts, ensuring all technical requirements were met and performances ran professionally.
- Achievement: Successfully managed and executed a professional concert series, demonstrating strong leadership and operational excellence.

R. Nithya Psychology | Therapy Internship Mumbai, India | 18 May 2023 – 17 July 2023

- Designed client and therapist feedback forms to collect structured data for project evaluation.
- Compiled and analyzed feedback, providing insights to improve therapy processes and support project development.

Indian Film Line Production | Advertisement Internship Mumbai, India | May 2023 – June 2023

- Part of the assistant director team, coordinating production activities while supporting sound engineers in creating advertisement sound design using Logic Pro.
- Contributed to projects for Deciwood and Rummy XL, delivering high-quality audio production and innovative sound implementation.

Performance Highlights:

Mumbai, India

- Performed at the Round Square School Opening Ceremony (Jan 2020)
- Sang two Hindi songs in Pranab Mukherjee's Play "Crossings" (Mar 2020)
- Featured in Ajivasan Academy Fest (Western music group, 2019)
- Performed at school/community events and festivals
- Led a personal CAS project teaching Indian Classical music to underprivileged children (Feb–Mar 2020)

Singapore

- Lead singer in college band for final-year theatre production (2023)
- Vocalist in Shared Campus Summer School – "Underwater Cables" telematic performance with students from Singapore, Trondheim, and Zurich (Aug 2023)
- Participated in Soundpainting Workshop with composer Walter Thompson
- Performed as vocalist at Marina Bay Expo Convention Centre for the international Bare It All Eczema Conference

York, UK

- Performed at local gigs for the University's Environmental Club (2024)