

By Archisha Chandel

Building Impact Together

Student, ESCP Business School



Archisha

Knowing and not Being

I'm Archisha Chandel — a growth-obsessed strategist and ESCP student who thrives on turning scrappy ideas into scalable experiments.

My mindset:

metrics over fluff, smart execution over ego, and a drive to scale B2B brands that actually move the needle.

I want to help your team drive impact through smart optimize campaigns, crack performance, and scale what works faster.

ROCKET FUEL

Strategic Storytelling & Content Design
Built investor decks, startup pitches, and public reports. Crafted clear narratives and visuals for VCs, founders, and international organizations turning complexity into clarity.

Team-First Operator
Led teams at Toastmasters and ESCP ventures. Comfortable navigating fast-paced, collaborative environments with diverse tools like Slack, Notion, and GitHub.

Data-Driven Experimentation
Experienced in testing hypotheses and analyzing outcomes. Applied A/B testing logic and experimentation cycles in AI research and startup contexts curious about what works and why.

GenAI & Emerging Tech Fluency
Built models with Machine Learning. Explored AI tools across sectors (retail, media, agriculture), with an eye for practical applications and creative automation.

WHY MFP

Engineer by training, now a Master's student at ESCP Business School (Paris). I started out as a business analyst in tech firms before moving to Paris, where I co-founded two startup projects and pitched them to investors. My real strengths are strategy, business development, and bringing people together to get things done. I learned the ropes of business at FDI Control and other tech startups I worked at earlier, and I want to delve deeper into the marketing world. I'm eager to learn. I am really passionate about yoga and healthy eating. I am a biohacker and I practice mindful living.



Archisha

BUSINESS ANALYST

GRAFFITI ARTIST

ENTREPRENEUR

PUBLIC SPEAKER

COMPUTER ENGINEER

DATA SCIENTIST

MARKETING

My Approach Reflects Your Ethos

“Think performance. Move smart. Grow together.”

What I bring

From data-driven A/B logic to startup pilots, I approach growth like a scientist: frame, test, learn, repeat. Comfortable in ambiguity, I bring clarity with tools like Notion, GitHub, and storytelling frameworks.

I speak the languages of engineers, founders, and designers—and help them move in sync.

From investor decks to product copy, I translate ideas into stories that drive action.

HOW I HELP?

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LET'S *work* TOGETHER

 <https://www.linkedin.com/in/iamarchisha/>

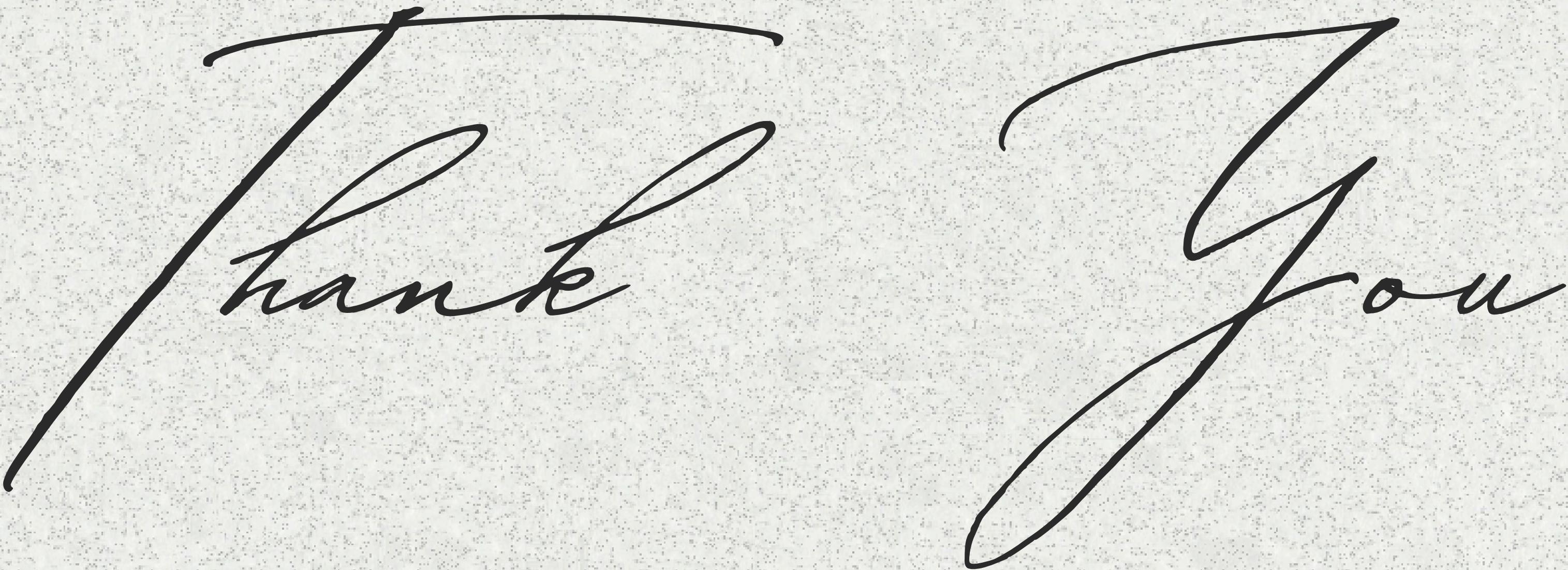
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A large, hand-drawn cursive signature in black ink spans across the center of the page. The signature reads "thank you". The "t" in "thank" has a small horizontal line extending from its top right, and the "y" in "you" has a small horizontal line extending from its top left.