
AVIRAL KANDARI

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Summary

Experienced IT Professional specializing in Salesforce Marketing Cloud with a strong command of Data Models and various marketing cloud studios. Committed to expanding expertise and making valuable contributions to a collaborative team environment.

Key Skills

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|---------------------|---------------------|
| • Data Models | • Push Notification |
| • Email Studio | • AmpScript |
| • Automation Studio | • Audience Builder |
| • Journey Builder | • Query Studio |
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Professional Experience

Technology Analyst

10/2020 to 07/2024

Infosys

- Extensive experience in utilizing Data Model and Email Studio within the Salesforce Marketing Cloud environment.
 - Implemented targeted customer journeys using advanced Builder features.
 - Automated the import, extract, and query activity using Automation Studio.
 - Enhanced user engagement with personalized subject lines.
 - Proficient in various digital communication products, including Consumer Life Cycle and Order Life Cycle.
 - Developed real-time emails utilizing HTML and Dynamic Content in Content Builder.
 - Engineered solutions using AMP Script to enhance the flexibility of content blocks.
 - Proficient with Mobile Push workflow.
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Certifications and Achievements

- Salesforce Certified Marketing Cloud Email Specialist (04/2024) - Credential ID: 4338111
- Salesforce Certified AI Associate (07/2024) - Credential ID: 4671978
- Infosys Certified Salesforce marketing Cloud Email Specialist
- Infosys Global Agile Developer certified.
- Infosys Certified Front End Web Developer

Education

Graduation: B-Tech (CSE)

2020

Graphic Era Deemed to be University

GPA: 8.5

ISC

2016

Cambrian Hall

Dehradun

Percentage: 83%

Soft Skills

- Team Player
- Adaptable
- Good listener