



# AVNI GUPTA

APPLICATION DEVELOPMENT ANALYST

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## About Me

Application Development Analyst with 3+ years of experience in the IT industry, specializing in Salesforce Marketing Cloud with proficiency in executing email campaigns, workflows and integration knowledge with Salesforce Health Cloud and MuleSoft. Extensive experience with all primary elements of Marketing Cloud: Email Studio, Content Builder, Journey Builder and Audience Builder. Recognized for delivering projects with accuracy and agility

## Skills

- Salesforce Marketing Cloud
- Salesforce CRM
- AMPscript
- HTML
- CSS
- SQL
- JIRA
- SSJS Basics
- Twistle

## Recognitions

Sep 2023 | Accenture Client Value Creation

Aug 2023 | Accenture Apex Award

June 2024 | Accenture DU Front Runner Award

## Experience

**Application Development Analyst** 2021- Present  
**Accenture**

- Experience running email marketing automations, monitor email marketing metrics and optimize future campaigns.
- Develop and execute email sends, ensuring accuracy of web links, images, subject lines and pre-headers.
- Create contact email workflows, complex personalized emails, cloud page to optimize patient engagement.
- Collaborate with architects to provide valuable growth support.
- Perform successful deployments to production and testing environments.
- Perform integrations with Salesforce Health Cloud and MuleSoft to streamline business processes.
- Coordinate between stakeholders and team members to ensure effective project delivery.
- Build workflows in Twistle platform to increase patient engagements via SMS.
- Worked on Salesforce CRM Health Cloud as a System Administrator performing various configurations, managing roles, profiles, sharing rules and groups.

## Certifications

- Salesforce Marketing Cloud Email Specialist
- Salesforce Platform App Builder
- Twistle Certified User

## Achievements

- Recognized for exceptional dedication and proficiency, consistently delivering projects with accuracy and agility.
- Commended for successfully handling projects independently, showcasing self-reliance and efficiency.

## Education

**Bachelor of Technology** 2017 - 2021

**Galgotias College of Engineering & Technology**

Pursued engineering degree in Electronics and Communication. Graduated with First Division Honors (CGPA - 8.66)