

Suparno Pal

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Kolkata, West Bengal, India

PROFESSIONAL SUMMARY

9x Salesforce Certified, 2x Copado Certified, All Stars Ranger, Salesforce Marketing Cloud and Agentforce Specialist with strong coding skills. Experienced across Data Cloud, Sales, Service, and Experience Clouds. Proven ability to design cross-cloud solutions, automate campaigns, create dashboards, and integrate APIs. Entrepreneurial leader.

SKILLS

Salesforce: Marketing Cloud, Agentforce, Data Cloud, Lightning Web Components (LWC), Data Management

Programming Languages: Apex, Java, JavaScript, SQL, HTML5, CSS3, AmpScript, SSJS, C

Tools/IDEs: Visual Studio, Lightning Studio, IntelliJ IDEA, Atom, Sublime Text, Xcode, Android Studio, Arduino, IoT Platforms

Other Skills: Digital Marketing, Data Analytics, Business Development, Leadership, Time Management, Report Writing, Cost-Benefit Analysis, Strategic Planning, Team Management, Strategic & Critical Thinking, Smart Presentation & Public Speaking

PROFESSIONAL EXPERIENCE

ACCENTURE - Senior Analyst

Feb 2026 - Present

- Leading the APAC team for one of the biggest Retail Brands in the world.
- Coordinating, consulting and leading largely of Marketing Cloud and Data Cloud.
- Interacting with client and developing highly scalable solutions.

COGNIZANT - Programmer Analyst

Dec 2023 - Feb 2026

- Designed and implemented advanced solutions in Salesforce Marketing Cloud, including automatic Data Extension creation using CloudPages through forms and by uploading excel, KPI dashboards, hours logger portal and API integrations.
- Developed and optimized email templates, campaigns, and journey automation with AmpScript and SSJS.
- Collaborated with cross-functional teams to streamline campaign workflows and improve ROI.
- I got **GenC Techie Award** for being the best.

UNINARY EDUCATION - Founder and CEO (self entrepreneurship)

Feb 2020 - Dec 2022

Managed my own startup for 2 years by conducting many training courses on JAVA, C and soft skills. Hosted many motivational workshops and also gave internships to many.

EDUCATION (June 2019 - June 2023)

Bachelor of Technology

Academy Of Technology

Applied Electronics and Instrumentation Engineering

Learn many core concepts along with higher electronics. Built an IOT based health monitoring system for mine workers.

Google Startup Weekend - Achieved 2nd position in the startup event.

Certifications

- Salesforce Marketing Cloud Consultant
- Salesforce Marketing Cloud Email Specialist
- Salesforce Certified Data Cloud Consultant
- Salesforce Certified Platform Developer 1
- Salesforce Marketing Cloud Developer
- Salesforce Agentforce Specialist
- Salesforce Certified Administrator
- Salesforce Marketing Cloud Administrator
- Salesforce AI Associate
- Copado Certified Fundamentals I SFP
- Copado AI Certified

Trailhead - Got 700+ badge, All star Ranger (Agentblazer Legend)