

VANSH JOHN

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Jalandhar, Punjab, India.

Experience –

Email Marketing Specialist | The Knowledge Academy

May '23 — Mar '25
Jalandhar, India

- Managed CRM operations in **HubSpot**, including email enrollments, campaign creation, response tracking, and optimization to generate quality leads, support sales teams, and drive conversions.
- Analyzed **key email marketing metrics** (open rates, CTRs, bounce rates, conversions) and leveraged insights to refine strategies, improve future campaign performance, and achieve business goals.
- Designed and optimized **automated workflows, customized sequences, and A/B testing** on HubSpot to strengthen lead nurturing, enhance efficiency, and maximize engagement.
- Maintained and monitored **email domain health**, improving inbox placement, reducing bounce rates, and ensuring high deliverability by safeguarding domain reputation.
- Utilized **Sales Navigator, Apollo, and verification tools** for targeted data extraction, email validation, and list management to ensure high-quality leads and effective marketing campaigns.

Trainer Evaluation & Lead Call Coordination (Operations Team) | The Knowledge Academy

Mar '25 —Present
Jalandhar, India

- Conducted trainer lead calls (mock pre-sessions) to evaluate subject knowledge, teaching style, and delivery approach.
- Assessed trainers' background, qualifications, and prior teaching experience to ensure alignment with delegate needs.



- Reviewed trainer profiles and prepared tailored event-specific questions to test subject expertise and readiness.
- Evaluated trainers' communication, explanation style, and session flow for smooth and effective delivery.
- Ensured trainers were fully prepared to conduct engaging, efficient, and high-quality sessions for delegates.

Education –

Bachelor of Science | Guru Nanak Dev University | 70.4 % | (Aug 2019 – Jun 2022)

XII | CBSE Board | 69.4% | 2019

X | CBSE Board | CGPA 6.8 | 2017

Certifications & Training –

HubSpot E-mail Marketing Certification

Skills & Expertise –

- **Email Marketing & Lead Generation:** Segmentation, Personalization, Automation Stakeholder Management & Communication, A/B Testing for better Campaigns performance.
- **Leadership skills:** Good at leading team, guiding, motivating and giving training to other teammates and making smart decisions to achieve company goals.

Accomplishments –

- Competed in **inter-house sports tournaments**, representing our house in different sports activities and contributed to team success through dedication, strategy, and sportsmanship.
- Member of the school Eco- Friendly group, helping protect the environment and spread awareness.



- Actively participated in inter-house sports activities to develop discipline, teamwork spirit & leadership skills.

Declaration –

I hereby certify that above information is true and correct to the best of my knowledge and belief.

Vansh John

