

VISHAL KHANNA

DIGITAL MARKETING
INNOVATOR

I am a visionary digital marketing leader with proven expertise in leveraging small teams to deliver measurable results. In 2015, I received the Content Marketer of the Year award in recognition of my program to promote Wake Forest's research services to pharmaceutical and medical device companies. An advocate for using technology to build scalable digital marketing programs, I lead digital marketing initiatives that amplify brand, drive engagement and create new business opportunities.

GET IN TOUCH

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WORK EXPERIENCE

DIRECTOR OF DIGITAL MARKETING, WAKE FOREST INNOVATIONS

Led the development of a high-energy digital brand targeted toward the medical device and pharmaceutical industries. With a limited budget, created a robust marketing engine that delivered a \$10M annual value in marketing-qualified leads, a 600% increase in web-based marketing qualified leads and a resulting 100% increase in sales revenue as compared to the previous year.

May 2013 – Present

SENIOR DIGITAL STRATEGIST, WAKE FOREST BAPTIST MEDICAL CENTER

Led the development and launch of a 5,000+ page intranet for over 15,000 faculty, staff and consultants and launched three flagship weekly digital communications tools for the institution. Directed the training of over 100 content editors across the enterprise and created a robust analytics system to measure essential patient safety campaign effectiveness.

June 2010 – April 2013

DIRECTOR OF MARKETING & COMMUNICATIONS, LITERA CORP.

Directed a multi-faceted and global print and digital marketing campaign to increase qualified leads and strengthen corporate brand. Led the company's adoption of digital-first strategy and managed successful product launches for five key corporate products. Directed efforts to ensure key patent protection of company IP, leading to exponential company growth in recent years.

July 2008 – June 2010

DIRECTOR OF MARKETING & COMMUNICATIONS, INSZOOM.COM, INC.

Developed and launched an aggressive print and digital lead generation program that led to a year-to-year doubling of company revenue. Introduced and developed a web and content development service that generated \$1+m in company revenue. Built, developed and managed a team of designers, developers and content experts responsible for 50+ client websites.

March 2007 – June 2008

EDUCATION & AWARDS

MASTER'S OF PUBLIC HEALTH University of North Carolina at Greensboro – 2009

MASTER'S OF CREATIVE WRITING Naropa University – 1999

BACHELOR'S OF LIBERAL ARTS University of North Carolina at Chapel Hill - 1995

CONTENT MARKETER OF YEAR, 2015 Content Marketing Institute

AVA GOLD AWARD Association of Marketing and Communications Professionals

AVA PLATINUM AWARD Association of Marketing and Communications Professionals

MARCOM, PLATINUM AWARD MarCom Awards

FEATURES AND PODCASTS

['Content Marketer of the Year' Vishal Khanna on Doubling Your Sales.](#) The Digital CMO Podcast.

[2015 Content Marketer of the Year Shares Experience and Advice for Those Looking to Produce ROI.](#) Avid Impact Podcast.

[How to Deliver Quantifiable Content Marketing Success With a Small Team.](#) Content Marketing Institute.