



ANIMA P

PUBLIC RELATION OFFICER | HEALTH CARE MARKETING | ADMINISTRATION

OBJECTIVE

Ambitious and self-motivated individual who has the necessary skills and personal attributes required for a successful person. Boosting an established ability to deliver growth and achieve targets. Having a background in various fields like Reception, Administration, Patient Relationship Management and marketing. Prepared and available to take on challenging role in any fast paced highly competitive market place.

PROFESSIONAL EXPERIENCE

1. Public Relation Officer (2018-Present) **Ahalia Women & Children's Hospital, Palakkad**


Responsibilities:

- Handling patients, addressing their various needs to ensure good hospitality.
- Liaising with and answering enquiries from media, individuals and other organizations, often through telephone and email
- Identifying and addressing issues of patient complaints to the management.
- Implementation of hospital marketing programs and advertising.
- Collaborate with internal team and the management regarding marketing and related activities.
- Involved in developing and managing promotional materials and publications.
- Seeking opportunities to develop partnerships, tie-ups and sponsorships with appropriate communities.

CONTACT

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 9188255769

 Thekkumkara(HO),
kanhikulam(PO),Mundur,Palakkad
678596

EDUCATION

- MBA with Human Resource and finance
Chathamkulam Business School
- Bachelor of Business Administration
Co-Operative College, Palakkad

LANGUAGES

 Malayalam 

 English 

 Kannada 

 Tamil 

 Hindi 

SKILLS

Co-ordination and expediting skills

Effective communication skills

Customer relationship

Account management.

Team management

Interpersonal Skills

- Preparing and submitting required reports and assist the marketing team with the same.
- Handling payments, billings and on-time settlements.

2. Customer Relation Executive (2012-2013)

Vertex, Ernakulum

Responsibilities:

- Respond to customer queries in a timely and accurate way, via phone, email or chat.
- Identify customer needs and help customers use specific features.
- Share feature requests and effective workarounds with team members.
- Follow up with customers to ensure that their issues are resolved.
- Assist in training junior customer support representatives.

ACHIEVEMENTS

- First in ASIKA State level handwriting competition

PROJECTS UNDERTAKEN

- Jobsatisfaction among the employees at Arya Vaidya Sala, Palakkad
- Training needs analysis at Arya Vaidya Pharmacy, Palakkad

DECLARATION

All information provided is true and correct to the best of my knowledge and belief.