

# ALBIN CHACKOCHAN

Manager [Operations & Marketing]

Passionate professional with 3 years of experience in Marketing and Operations. Hands on experience in leading a team. Highly organized with good decision making and problem solving skills as well as interpersonal skills; flexible, open and responsive. Possess a positive attitude and willingness to learn new skills.



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Kannur, India



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## SKILLS

Communication, Leadership,

Administration, Delegation,

People Management,

Teamwork, Decision Making,

Problem Solving, Motivation,

Conflict Resolution, Marketing,

Digital Marketing, MS Office

## LANGUAGES

English  
Native or Bilingual Proficiency

Malayalam  
Native or Bilingual Proficiency

Hindi  
Limited Working Proficiency

## INTERESTS

Travelling

Off-Roading

Volunteer Work

Driving

## WORK EXPERIENCE

### Manager [Operations & Marketing]

#### Sky Super Speciality Hospital

09/2019 - 08/2022,

100 Bedded Super Speciality Hospital

KANNUR, INDIA

##### Achievements/Tasks

- Plan, develop and execute marketing strategies
- Assess strategic partnership opportunities for marketing initiatives
- Plan and execute public awareness campaigns, media and publicity campaigns, and social responsibility projects
- Conduct market research analysis, Evaluate the effectiveness of old marketing programs and the viability of new ones
- Direct and manage digital and social media marketing
- Develop, draft and distribute media releases/advertisements that meet the marketing strategy of the Hospital
- Ensure marketing budget is spent across performance channels efficiently
- Negotiate contracts with advertising agencies
- Updating senior leadership on the progress of marketing activities and reporting on the results of campaigns
- Oversee broad range of services that allow hospital to operate efficiently

## EDUCATION

### Master of Business Administration [MBA]

#### Amity Global Business School, Amity University

2017 - 2019,

Courses

- Operations, Marketing / Digital Marketing - First Class

BANGALORE, INDIA

### Post Graduate Program in Management [PGPM]

#### Amity Global Business School, Amity University

2017 - 2019,

Courses

- General First Class

BANGALORE, INDIA

### Bachelor of Business Administration [BBA]

#### Kristu Jayanti College Autonomous, Bangalore University

2014 - 2017,

Courses

- Marketing Second Class

BANGALORE, INDIA

## ACHIEVEMENTS

Undergone training from NTTF for Tool & Die Engineering program and has basic knowledge in Production Technology, Material Technology & Quality Management

Certificate from Rajiv Gandhi Institute of Youth Development for undergoing "Capacity Building Training on Life Skills".

Undergone personality development and skills training program

Volunteer for Kerala Flood Relief Works (2018, 2019).