



BINSU T JACOB

binsutj@gmail.com

Mob no.:- +91- 9746498451

OBJECTIVE

To work in a growth oriented organization and to obtain a very challenging position that will utilize my expertise, education and background, expand knowledge and offer opportunities for my personal and professional growth.

WORK EXPERIENCE

➤ **MARKETING AND PUBLIC RELATIONS - ASSISTANT MANAGER (ACTING MANAGER)**

ST GREGORIOS MEDICAL MISSION MULTI- SPECIALITY HOSPITAL

(Joining Date: 3rd October 2022 – 28th February 2023)

- Supervising the Referral Marketing and Digital Marketing
- External and Internal Medical camp Coordination
- Making Tie Ups with other Institutions
- Maintaining External Relations
- Coordinating events
- Patient query Management and Guiding
- Coordinating Referral cases from other Institutions (Hospitals & Tie Up Companies)
- Feedback Providing to Doctors and Representatives of other Hospitals
- Promotional activities & Digital Marketing
- Communicating Patient Feedback to Higher Management

➤ **PUBLIC RELATIONS, MARKETING AND PROMOTIONS (SENIOR EXECUTIVE)**

BELIEVERS CHURCH MEDICAL COLLEGE HOSPITAL, THIRUVALLA

(Joining Date: 6th February 2018- 28th September 2022)

- Patient query Management and Guiding
- Coordinating Referral cases from other Institutions (Hospitals & Tie Up Companies)
- Feedback Providing to Doctors and Representatives of other Hospitals
- Providing ward permissions
- Communicating Patient Feedback to Higher Management
- Bridging the Gap between the Patients and Hospital Management
- Maintaining Patient Relations
- Medical camp Coordination and service
- Counseling Patients and Bystanders
- Making Tie Ups with other Institutions
- Maintaining External Relations
- Attending Emergency situations (Mass Causalities , Emergency Codes)
- Coordinating events (CME , CNE, MCI Inspections)
- Overseeing and developing marketing campaigns
- Devising and presenting ideas and strategies
- Promotional activities & Digital Marketing

➤ **MARKETING (EXECUTIVE)**

CENTURY HOSPITAL, MULAKUZHA

(Joining: April 1st 2016 to October 2016)

- External and Internal Medical camp Coordination
- Tie-ups with other hospitals
- Patients Care
- Maintaining External Relationship

PROFESSIONAL QUALIFICATIONS

Post -Graduation : Master of Social Work COUNCELLING (2020-2022)

College : Devaswom Board Pampa College, Parumala

University : Indira Gandhi National Open University

Graduation : B.COM COMPUTER APPLICATION (2013-2016)

College : Reliable Institute of Management and Science,Pandalam

University : Kerala University

ACADEMIC RECORD

- H.S.C from Board of Secondary Education Kerala (2013).
- S.S.L.C from Board of Secondary Education Kerala (2011).

ACHIEVEMENTS & EXPERIENCE

- Excellence Award from Believers Church Medical College Hospital,Thiruvalla
- Certificate of Appreciation from Believers Church Medical College Hospital,Thiruvalla
- Participated the Management fest "JUVENTUS 15" ,conducted by DC School of Management and Technology,Trivandrum
- Certificate of Maintenance Tribunal (Revenue Divsional Office),Thiruvalla for Organizing a Medical camp for Senior Citizens
- Certificate of Participation Medi-Logo 2020 Workshop on Leal Aspects in Health Care Organized by Caritas Hospital,Kottayam
- Holding N.C.C "C" certificate with "C" Grade 2014
- Certificate of Participation Niyamapadom Class Organized by Taluk Legal Services Committee
- Certificate of Participation Anti- Narcotic Volunteers Training Camp Organized by St Thomas Mar Thoma Syrian Church

PERSONAL PROFILE

Name : **Binsu T Jacob**
Gender : **Mal**
Date of Birth : **21-03-1995**
Nationality : **Indian**
Marital Status : **Single**
Languages known : **English, Malayalam**
Religion : **Christian**
Father's Name : **Cherian Jacob**
Occupation : **Radiologist**
Mother's Name : **Annamma C Jacob**
Occupation : **Homemaker**
Permanent Address : **Thachilethu House**
Mulakuzha P.O
Chengannur, Alappuzha
Pin-689505

REFERENCES

Dr.Susan George
Principle Rims pandalam
Ph: +91-9847949103

Mr. Siji Abraham
HOD, Public Relations
Believers Church Medical College Hospital
Thiruvalla, Pathanamthitta
Ph: +91 – 9446065678

Mrs.Asha
Assistant Manager HR
St Gregorios Medical Mission Multi-Speciality Hospital
Parumala, Pathanamthitta
Ph: +91-9446982781

DECLARATION

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

Binsu T Jacob