



Joel Ann Jacob

About Me

Enthusiastic Healthcare Marketing Professional with hands-on experience in Hospital Branding and Healthcare Promotions. Dedicated and hardworking personnel with significant ability to perform under pressure.

Contact Details

joelannjacob7@gmail.com

+918714001597

Education

Masters in Hospital Administration

2019-2021

School of Medical Education, Kottayam
Affiliated to Kerala University of Health
Science (KUHS)

BSc Zoology

2016-2019

Baselius College, Kottayam
Affiliated to Mahatma Gandhi University (MG
University)

Senior Secondary

2013-2015

Mar Baselios Public School, Kottayam
Affiliated to Central Board of Secondary
Education (CBSE)

Project Study

Project Study - 2021

Believers Church Medical College hospital,
Thiruvalla Topic - "A study to analyse the discharge
process flow and NABH compliance with root cause
analysis of discharge delay and patient satisfaction
upon discharge"

Project Study - 2020

Believers Church Medical College hospital,
Thiruvalla Topic - "A study on streamlining the
admission process for reducing the waiting
time and gap analysis as per NABH standards"

Work Experience

Executive - Branding and Healthcare Promotions

Mar Sleeva Medicity Palai, Kottayam

Jan 2023 - July 2023

Referral tracking
Medical Camps organising
Official website back-end handling and updation
Develop and drive digital campaigns
Content development and proofreading
Community connect activities

Trainee - Branding and Healthcare Promotions

Mar Sleeva Medicity Palai, Kottayam

Jan 2022- Dec 2022

Referral tracking
Website updation
Coordination of in-house medical camps

Areas of Expertise

Referral marketing
Social media marketing
Website handling
Digital campaign
Data analytics
Content writing

Achievements and Participations

Internal Quality Auditor for NABH accreditation.

Boosted user interactions in official social media page by using social media campaigns.

An official for the PROSTHOCON conference (An ASU Council Member Programme) at Kumarakom.

Completed in house Basic Life Support Training from Mar Sleeva Medicity Palai.

As a student, participated in national conference on "Healthcare Excellence through Administration and Leadership" at Baby Memorial Hospital.

As a student Participated in CME entitled "Fundamentals of Health financing and Health Technology Assessment" at Pushpagiri Medical College Hospital.

Skills

Telemarketing
Excellent written, communication
and presentation skills
Advanced problem-solving skills
Time management
Good team player

Languages

English
Malayalam