



## LIJU CHACKO

Public Relation Officer

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### PROFILE

A highly professional MBA graduate in HR and Marketing. Byju's Kerala Topper in leads generation during the period of doing BTL Marketing Internship and have one-year experience as a Public Relation Officer.

### EDUCATION

Master of Business Administration  
Mahatma Gandhi University, Kottayam | March 2022

- Completed Master of Business Administration in HR and Marketing from Marian Academy of Management Studies.

### PROJECT

Kerala State Drugs and Pharmaceuticals Ltd., Alappuzha  
March 2022

- Project on Effectiveness of Labour Welfare in Kerala State Drugs and Pharmaceuticals Ltd.

### KEY SKILLS

- Interpersonal Communication
- Creativity
- Punctuality
- Flexibility
- Team leadership
- Patience

### INTERNSHIP EXPERIENCE

Byju's Private Limited,  
Ernakulam | August 2021 – May 2022

- Ten months of internship experience in Byju's Private Limited as BTL Marketing and as an Asset Recce.

### PROFESSIONAL EXPERIENCE

PUBLIC RELATION OFFICER  
Media Village Group of Institutions,  
Changanassery | July 2022 – September 2023

Media Village Group of an institution is an association of St Joseph College of Communication, 90.8 Radio, Studios, YouTube Channel, a Computer Service Centre, and a Theatre.

- Organizing and coordinating events, handling 50K subscribers on YouTube channel and 2K followers on Instagram pages
- Preparing News reports and publish through Newspapers, News channels, and Radio.
- Maintain good relations with news reporters and government authorities, especially with the MLA and the District Collector.