

BIJINI KRISHNA

Public Relation Officer (PRO)

- 23-08-1996
- Female
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- Idukki, Kerala
- Languages: English, Malayalam, Hindi, Tamil

PROFESSIONAL SUMMARY

- Accomplished Public Relations Officer (PRO) with a proven track record in hospital settings, leveraging a diverse skill set to enhance communication and brand representation.
- Extensive experience in managing public relations strategies, fostering positive relationships with stakeholders, patients, and the community, resulting in improved hospital image and reputation.
- Adept at coordinating and executing successful public relations campaigns, including community outreach programs and health awareness initiatives, showcasing a commitment to community well-being.
- Past experience as an Administration Executive in a hospital setting, demonstrating a comprehensive understanding of hospital operations, administration, and regulatory compliance.
- Skilled in crisis communication, handling sensitive issues with discretion and professionalism, ensuring the hospital maintains a positive public image during challenging situations.
- Strong interpersonal and communication skills, with a history of collaborating effectively with medical staff, management, and external partners to achieve common goals.



CAREER OBJECTIVE

Dynamic and results-oriented Public Relations Officer with a proven track record in healthcare communication and stakeholder engagement. Seeking a challenging position in a hospital setting where my strategic communication skills, media relations expertise, and passion for promoting positive healthcare narratives can contribute to enhancing the hospital's public image, fostering community relationships, and ultimately advancing the institution's mission of delivering exceptional patient care.



WORK EXPERIENCE

KIMS SUNRISE HOSPITAL, KASARAGOD

JAN 2023 - PURSUING

Role:PRO(PublicRelationOfficer)

- Cultivate and maintain relationships with local and national media outlets.
- Organize and participate in health fairs, educational events, and outreach programs to promote health awareness and establish the hospital as a community partner.
- Coordinate with the doctors for seamless services.
- Facilitate effective communication within the hospital by creating internal newsletters, announcements, and updates.
- Develop crisis communication strategies and protocols to manage and mitigate potential reputational risks.

CHAZHIKATT HOSPITAL, THODUPUZHA

JUL 2022 - DEC 2022

Medical Diagnostic Center (MDC)

Role:PRO&FrontOfficeAssistant

- Greet patients and visitors warmly and provide assistance as needed.
- Register patients by obtaining necessary information, verifying insurance details, and ensuring accuracy of patient records.
- Manage and coordinate patient appointments, ensuring efficient use of clinic resources.
- Confirm upcoming appointments and reschedule as necessary.
- Answer and direct incoming calls promptly and professionally.
- Serve as an information resource for patients and visitors, providing directions, facility information, and answering general inquiries.

INTIMAZIONE GLOBAL PVT. LTD.

MAY 2022 - JUL 2022

Role:AdministrationExecutive

- Oversee the day-to-day operations of the hospital facilities, ensuring a safe, clean, and well-maintained environment.
- Coordinate with maintenance staff, housekeeping, and external vendors to address facility-related issues promptly.
- Manage and prioritize administrative tasks, including scheduling meetings, maintaining calendars, and handling correspondence.
- Assist in the coordination of hospital events, workshops, and meetings.
- Act as a liaison between different departments, conveying information accurately and ensuring smooth communication flows.

ST. MARYS HOSPITAL, THODUPUZHA

OCT 2021 - DEC 2021

Role:MRDDocumentation

- Organize and maintain electronic and paper medical records in the Medical Records Department (MRD) with a strong focus on accuracy and completeness.
- Ensure that all records are properly coded, labeled, and stored securely.
- Accurately input patient information into the hospital's electronic health record (EHR) system.
- Update and verify demographic details, insurance information, and other pertinent data.
- Retrieve and compile patient records as requested by healthcare providers, administrative

• Proactive problem-solver with the ability to multitask efficiently, ensuring seamless coordination between public relations responsibilities and administrative duties for optimal hospital functioning.

KEY SKILLS

- Medical Coding Media
- Relations Community
- Engagement Patient
- Relations
- Facility Management
- Administrative Coordination
- Record Management
- Visitor Management
- Supplies & Inventory Control

IT SKILLS

- MS-Word, MS-Excel
- MS-Powerpoint
- Networking
- Notepad Typing
- Tally

- staff, or authorized personnel.
- Ensure timely and accurate delivery of records to the appropriate departments.

EDUCATION

IGNOU: NEWMAN COLLEGE, THODUPUZHA BA Politics (70%)	2023
INTERNATIONAL SCHOOL OF SKILL DEVELOPMENT Hospital Administration	2022
HSE: KERALA STATE BOARD (85%)	2015
SSLC: KERALA STATE BOARD (70%)	2012

EXTRA-CURRICULAR ACTIVITIES

- Actively participated in various cultural programs held in school
- Participated in sports competitions at school level.
- Attended various seminars on the core technical topics held in college.
- Worked as COVID volunteer during Pandemic COVID-19 at our society.

DECLARATION

I hereby declare that all the information provided by me is true to the best of my knowledge and belief.

Date:
Place: