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| Shinu | [shinu-397776@gulfjobseeker.com](mailto:shinu-397776@gulfjobseeker.com)  Healthcare management professional with 8+ years of experience in facility oversight looking to take next step in career progression. Past roles have helped build experience in healthcare regulatory compliance, hospital administration, brand and media management, public relations, budget and financial analysis, as well as employee and resource management. Have excelled in every prior position, producing results and growth that have exceeded expectations. Translated the strategic actions of a healthcare facility in a community, and have experience working with civic leaders in public wellness initiatives.  Areas of Interest:  Hospital Administration I Customer Care Management I Public relations  Human Resources I Facility Management I HR Administration  CORE COMPETENCIES & FORTE  3 years of experience in Managing Team  5 years of financial budget management and customer service experience  Working experience of sales and marketing techniques  Excellent verbal and written communication skills, especially to a diverse range of audiences and settings Decision making, Collaboration and Driving till results as kev competency  Professional comportment and appearance, with excellent interpersonal skills and a friendly, positive attitude Respect for and willingness to work with clients  Experience in formulating objectives and policies to ensure efficient and profitable hospital operations  Oversee the hiring, reviewing, disciplining and terminating of professional staff, in accordance with and with the approval of the Regional Management team  Familiar with operating systems like Microsoft Word, Excel, PowerPoint and the hospital management packages, In-depth knowledge of patient care, counseling & workforce management  SCHOLASTICS  &  CERTIFICATIONS  Master of Social Work—Medical & Psychiatry | 2011 | Mahatma Gandhi University, India  Bachelor of Social Work | 2009 | Bharathiar University  ORGANISATIONAL SCAN ( 4 Yrs Experience )  Public Relation Officer I Poyanil Hospital Kozhencherry, Kerala I India I March 2011 to Dec 2014  Assistant Administrator I Bodhi Hospital (P) Ltd Elavumthitta, Kerala, I India I Jan 2015 to April 2015  Public Relation Officer I St. John's Hospital Kattappana, Kerala I India I Sep 2015 to Nov 2019  This Hospital is managed by a trust which has grown to a tertiary level 350+ bedded multi — specialty hospital with 19 clinical disciplines. St John's hospital, providing progressive outpatient and inpatient care with core departments of Anesthesiology, Cardiology, Dermatology, ENT, General medicine, General surgery, Neonatology, Neurosurgery, Gynecology, Orthopedic, Pediatrics, Psychiatry, etc. The hospital also has an accredited Nursing and Paramedical Institute  Roles & Responsibilities:  Public Relations Management:  Oversee public relations activities and communications including press releases, social media, company literature, editorial calendars, articles, announcements and media kits. Translate complex financial concepts into crisp, jargon-free messages that speak to target audiences.  Interact with customers and the general public, in person and through social media, providing information about the business and creating posts on different platforms to attract attention   * Establish and control all aspects of press conferences to maximize exposure and ensure public image * Create relationships with community representatives and strengthen the relationships as much as possible Answer inquires clients have, providing information clearly and accurately   Establish a marketing strategy and put a plan into action, ensuring the entire marketing team is working together toward one goal |

* Scripting, editing, and arranging production of newsletters, in-house magazines, pamphlets,corporate profiles and submissions
* Planning and managing the production of publicity brochures, direct mail leaflets, handouts, photographs, promotional videos, films, and multimedia programs.
* Organizing events such as visits, press tours, open days, conferences, exhibitions, and functions.
* Managing the Hospital's response to crucial issues and in times of crisis. Also, responding to enquiries from the public, media, and other organizations.
* Developing and implementing communication strategies for hospital and advising management on communication issues and strategies
* Keep abreast of all potential reputation issues that may have an adverse impact on the charity  Monitor the media and feed in any relevant stories to the wider teams

Human Resources:

Supervising of the development, administration and implementation of all HR functions, such as: interviewing, recruitment, appraisals, training and professional development, benefits, and associate relations activities

* Managed the planning, implementation and evaluation of employee relations and human resources policies, programs, and practices
* Analyzed staffing requirement and directed the recruitment process — Instructed management regarding effective interviewing techniques using human resources methods
* Conducted interviews for all management positions and issued hiring recommendations
* Assisted newly-recruited and existing staff and provided them with information regarding their wages and company policies
* Organized introduction programs for newly recruited staff to motivate and educate them concerning organizational goals
* Devised and implemented various human resource programs to enhance the company's reputation and ensure amiable relations between employees and upper management
* Recommended important changes to other departmental managers regarding organizational policies and procedures.
* Developed employment and training programs

Hospital Administration:

Review the P&L Report monthly and partner with the Hospital Medical Director to increase revenue and limit expenses; Closely assisted in submit the yearly budget (budget forecast, operating plan, cap-ex expenditures) and participate in the evaluation process with management team

* Coordinated with the suppliers and doctors and ensured that a good relationship is maintained
* Supervised the performance of the hospital and developed new strategies to improve performance standards  Responsible for developing innovative policies and procedures for the organization.
* Monitored and supervised the daily operations of Executive Health Checkup unit.
* Handled the tasks of implementing plans for health programs, services and quality initiatives
* Handled the tasks of generating health services and medical programs for rehabilitation, research and community health services.
* Analyzed and reviewed the activities of health care staff as well as improved the utilization of services  Coordinated in the activities of nursing, clerical, technical and mobile unit
* Ensured efficacy of shifts, personnel services and existing policies of health care facility and mobile unit
* Prepared and collated daily activity reports to monitor progress, and ensure that implementation plans are ontarget

# Professional Memberships & Associations

* Producer & creative Anchor of National Conference on HIV/AIDS, the National level Seminar Organized by IGNOU at Marian College Kuttikkanam
* Organized Spectra' 11 the National Level Social work students meet and workshop with the theme of "Resilient

Youth for Resilient Society" on Feb. 24-25,2011 at Marian College Kuttikkanam

* Designed & Conducted a National Seminar on "Child Rights and Millennium Development goals:  Role of Social Work profession" on March 8-9, 2010 at Marian College Kuttikkanam
* Nominated for International Conference on Environment livelihood & huma ri ht r nized b Madras Christian College, Tamil Nadu
* Active member in the workshops detailing statistical package for social science
* Volunteering Experience in state level social workers meet

# Community Practises

* Ayyappancovil Gramapanchayath, Kerala (field practicum in Community setting)
* Peermedu Gramapanchayath, Kerala (field practicum in Child & Family)
* MOSC Medical College Kollencherry, Kerala (field practicum in Psychiatric ward and in De Addiction Centre)
* Kidwai Memorial Institute of Oncology (Medical Social Work Setting )

Personal Vitae:

* Linguistics : English I Malayalam I Hindi I Tamil Read —Write — Speak
* DOB : 25th March 1988
* Visa status : Visit Visa (available for immediate joining)
* Reference : Will furnish upon request