



# GURLEEN KAUR

## PROFESSIONAL SUMMARY

Experienced executive professional with over a decade of experience in Digital marketing, Public Relations, Administration, Client Relationship Management, Manpower Management, and Team Leading across Hospitality and Services Industries. Being a professional with an analytical bent of mind and having demonstrated effective implementation of growth strategies, I now actively seek to leverage my leadership capabilities in an exciting role which help further accentuate my learning curve.

## Contacts :

- gkaur.flyhigh@gmail.com
- 87577 07007

## WORK HISTORY

- **Patient Relations Officer & Digital Marketing (2021-Till date)**  
**Pulse Super Speciality Hospital, Ranchi**

### Patient Relations Officer

- Advocated for patients and families, resolving conflicts and ensuring their needs were met promptly.
- Handled patient feedback and complaints effectively, resulting in improved satisfaction ratings.
- Provided patient education and support, enhancing the overall patient experience.
- Participated in quality improvement initiatives, driving positive changes in service delivery.
- Organized and attended CMEs and medical health check-up camps, hosting and MCing events.
- Maintained compliance with patient rights and privacy standards, minimizing risks.

### Digital Marketing Specialist

- Optimized website content and design, resulting in improved search engine rankings and user experience.
- Created engaging content and promoted it through various digital channels liked LinkedIn, Facebook etc., increasing online visibility.
- Managed social media presence, leading to increased engagement and brand awareness.
- Planned and executed successful digital advertising campaigns, driving traffic and conversions.
- Implemented email marketing campaigns, nurturing patient relationships and delivering valuable content.
- Monitored online reputation and responded promptly to maintain a positive brand image.

## Languages

- English
- Hindi Punjabi

## HOBBIES

- Meditation
- Practicing Yoga
- Travelling
- Painting

## EDUCATION

- **Bachelor's in commerce(Hons.)**  
**Ranchi University**  
**Ranchi/2008**
- **(Matriculation)**  
**CBSE Borad**  
**Ranchi 2003**
- **(Intermediate)**  
**CBSE Board**  
**Ranchi/2005**

## **Vice Principal (2014-2017)**

### **Mere Nanhe Kadam A Play School**

- Assisted Principal in playschool administration, including staff management and resource allocation.
- Oversaw daily operations for efficient schedules and classroom assignments.
- Collaborated on safety and well-being policies, ensured curriculum standards were met.
- Supported recruitment, training, and evaluation of teaching and support staff.
- Conducted professional development sessions for continuous learning.
- Built positive relationships with parents through regular communication and events.
- Organized community events to enhance playschool's connection.
- Implemented strategies for social, emotional, and behavioral development.
- Addressed disciplinary issues using positive behavior management.
- Ensured facilities were safe and compliant, developed emergency preparedness plans.
- Assisted in budget development and allocation, monitored expenditures for cost-saving opportunities.

## **TECHNICAL SKILL**

- Packages worked on : MS Office 2003. 2007
- Akhil Software For
- Healthcare industry at Pulse Hospital.

## **ACCOMPLISHMENTS**

- More than 15 patients appreciation/feedback latter through mails at pulse hospital.
- Bravo Award for Exemplifying Yes I Can Attitude.
- Guest Appreciated Award For Guest Service Delivery.
- Guest appreciation latter
- YES I Can Champion T-Shirt.
- MIR Champion Award for the year of 2011.

## Guest Relation Executive & Lobby Manager(2010-2012)

### Radisson Blu Hotel Ranchi

#### CORE SKILLS

- Client Relationship Mgmt.
- Critical Thinking
- Interpersonal Skills
- Analytical bent of mind
- Polite and Persuasive
- Project Management
- Agile Team Player
- Integrity
- Problem Solving & Decision Making

#### TECHNICAL SKILLS

- Bable software For Aviation Industry.
- Soloman software For Aviation Industry.
- Opera software For Hospitality Industry.
- Operating Systems worked on: Windows 95/98/2000/XP.
- Programming language: C,C++,Java,VB.net.

- Greeted guests warmly upon arrival, ensuring a positive first impression.
- Helped guests through seamless check-in and check-out processes, addressing concerns promptly.
- Assigned rooms based on guest preferences and special requests.
- Offered information on hotel facilities and local attractions, assisting with reservations.
- Addressed guest complaints effectively, maintaining hotel standards.
- Provided personalized services for VIP guests, enhancing their experience.
- Solicited feedback to ensure guest satisfaction and identify areas for improvement.
- Fostered positive relationships with guests, encouraging repeat business.
- Liaised with hotel departments to ensure smooth operations and guest satisfaction.
- Managed guest profiles, maintained records, and processed payments accurately.
- Provided support during emergencies, ensuring guest safety and well-being.
- Promoted additional services to enhance guest experience

## **Customer Service Assurance**

### **WNS Global Services Pvt. Ltd. (2008-2009)**

- Promptly responded to customer inquiries regarding reservations, flight schedules, and other concerns via phone, email, or chat.
- Facilitated flight bookings, changes, and upgrades while ensuring compliance with company policies.
- Efficiently addressed customer concerns and complaints to ensure satisfaction and loyalty.
- Offered clear and accurate information about Virgin Atlantic Airways' services to assist customers in decision-making.
- Accommodated special requests such as dietary restrictions and special assistance needs with care.
- Managed ticket purchases, refunds, and financial transactions accurately and securely.
- Recommended additional services or upgrades to enhance the customer experience.
- Recorded all customer interactions meticulously for follow-up and resolution.
- Maintained compliance with company policies and industry regulations.
- Worked with colleagues and departments to resolve issues and improve customer satisfaction.
- Provided feedback on customer issues and process improvements.
- Demonstrated professionalism and courtesy, reflecting positively on the Virgin Atlantic brand.