

CONTENT **ALIVE**

10 Anson Road
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ATUL MATHUR Technical Copywriter

Profile

- Six years of experience in writing technical and marketing communications
- Founder of writing services firm, Content Alive (Singapore business reg. no. 52942829J)
- Degree in engineering

Writing experience

See appendix A – List of publications

Services

Atul Mathur provides services for writing clear, concise and compelling content for:

- advertorials and articles
- books/ebooks/booklets
- brochures
- case studies
- newsletters
- press releases
- reports
- speeches
- training curriculum
- user manuals
- video scripts
- websites

Writing samples

- Available upon request

Contact

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Appendix A – List of Publications

| Brochures

- 1. Underground vs. overhead power cabling**
(4-page brochure on comparison between copper underground cabling and aluminium overhead cabling for power distribution)
- 2. Structure deposits**
(2-page brochure on structure deposits for a leading Singapore bank)
- 3. Electrical hazards**
(Two 6-page brochures on safety measures to avoid electrical hazards in homes)
- 4. Copper as an antimicrobial metal**
(Two 6-page brochures on infection control through copper touch surfaces)
- 5. CuroBraze alloy for automotive radiators**
(Series of four 6-page brochures on the application of CuproBraze alloy for automotive radiators covering emission, environmental, durability and thermal issues)
- 6. Understanding clinical research**
(Brochure for raising the awareness about clinical research)
- 7. MusicSG Singapore**
(Brochure for music archiving and publishing services for the National Library Board, Singapore)

| Newsletters

- 1. SOFTLINES ESSENTIALS:** Technical newsletter for regulatory updates on testing, inspection and certification requirements for textiles, leather products and children toys

Publisher: TÜV SÜD Asia Pacific (product testing, inspection and certification company)
- 2. FOOD ESSENTIALS:** Technical newsletter for regulatory updates on testing, inspection and certification requirements for food products and industry

Publisher: TÜV SÜD Asia Pacific (product testing, inspection and certification company)
- 3. DIVIDENDS:** Technical newsletter for promoting energy efficiency and conservation. The topics covered include energy policies of ASEAN countries, energy efficiency, high efficiency motors and transformers, renewable energy, energy regulators, energy labelling, etc.

Publisher: Copper Development Centre, Southeast Asia
- 4. NALCO CONNECT:** Newsletter for business and corporate news

Publisher: Nalco Company (chemical and water treatment multinational company)

Appendix A – List of Publications (contd.)

| Case Studies and Reports

- 1. High Efficient Motors in ASEAN: Moving Towards Common Labelling and Regulatory Standards**
(38-page report covering 'energy efficiency' policy environment in ASEAN and developed countries, and future policy direction for ASEAN countries)
- 2. Minimum Energy Performance Standards and Labelling of High Efficiency Motors – The Australian Experience**
(29-page case study of Australia's minimum energy performance standards and labelling of high-efficiency motors)
- 3. Case Study of High Efficiency Motors at Cognis Oleochemicals, Malaysia**
(4-page case study of energy saved by using high efficiency motors)
- 4. Case Study of Copper Piping for Water Plumbing Applications**
(6-page case study on the cost and benefits of copper piping for water plumbing applications for residential developments)

| Books/ebooks/Booklets

- 1. Multilateralism: Essays on International Politics, Environment and Financial System**
 - Scope: Editing
 - Publisher: Asia Europe Foundation
- 2. Quick Access to Global Markets: Overview of Compliance Requirements for Electrical and Electronic Goods in Leading Regions and Countries [ebook]**
 - Scope: Conceptualisation, research, writing and editing
 - Publisher: TUV SUD Asia Pacific Pte Ltd, Singapore
- 3. Hyderabad Airport: Making of an Indian Aviation Icon**
 - Scope: Writing and editing four interviews
 - Publisher: GMR India
- 4. Introducing clinical research**
 - Scope: Writing and editing
 - Publisher: Health Science Authority, Singapore
- 5. 5 Quick Steps to a New Job [ebook]**
 - Scope: Conceptualisation, research, writing and editing
 - Self published
- 6. Underground power cables [Handbook]**
 - Scope: Editing

Appendix A – List of Publications (contd.)

| Website Content

1. Subject: Pharmaceutical testing | website: Columbia Analytical Services, USA
2. Subject: Communication products (headsets) | website: Jabra
3. Subject: Clinical research | website: Health Science Authority, Singapore
4. Subject: Design | website: Design Singapore Council

| Training Materials

1. Team building
2. Workbook and PowerPoint presentation on “Technical Report Writing”
3. Workbook and PowerPoint presentation on “Energy Economics and Energy Management”

| Speeches

Presentation speech on “Customer Acquisition and Retention”

Keynote address by the president of Copper Development Association

| Press Release

Press release for announcing the results of case studies on high efficiency motors (Copper Development Association)

| Corporate Video Scripts

1. YMCA: Video script for commemorating 60th anniversary
2. Waraku Japanese restaurant: Corporate video script
3. Denka, Japan (chemical company): Corporate video script
4. Sumitomo Chemical Asia: Corporate video script
5. Tractor Singapore: Corporate video script
6. Cosmic Asphalt Technology: Product video script

Appendix A – List of Publications (contd.)

| Advertorials

1. Cracking PSLE Mathematics & Science with Heuristics Approach
2. Are You Prepared to Stay healthy
3. Heuristics: The Ladder to A/A* in PSLE Maths and Science

| Articles

Writing

1. Writing Good Reports (The Straits Times)
2. 6 Steps to Better Writing (The Straits Times)
3. Right way to write e-mails (The Straits Times)

Management / Business

1. Women in Management (Executive Inc. magazine)
2. Seize the Future With a Vision (Executive Inc. magazine)
3. Innovate or Someone Else Will (Industrial Automation Asia magazine)
4. Myths About Innovation (The Straits Times)
5. Gen Y: Thriving in a Diversified Workforce
6. Social Media Hiring: Fast and Cost-effective
7. Cultural Intelligence (CQ)

Technology

1. Lifecycle Technology (Control Engineering Asia magazine)
2. IT in Rural India: Women and Government Lead (IT Asia magazine)
3. Infrared Technology: Non-Contact Temperature Measurement (Industrial Automation Asia magazine)
4. Human Machine Interface (Industrial Automation Asia magazine)
5. Radio Frequency Identification (Industrial Automation Asia magazine)
6. The Era of Digital Manufacturing (Asia Pacific Metalworking Equipment News magazine)
7. Entering a Virtual World (CAD/CAM) (Asia Pacific Metalworking Equipment News magazine)
8. Paperless Manufacturing (Asia Pacific Metalworking Equipment News magazine)
9. Benefiting from Finite Element Method (Asia Pacific Metalworking Equipment News magazine)
10. Product Lifecycle Management (Asia Pacific Metalworking Equipment News magazine)
11. Shop Floor Programming (Asia Pacific Metalworking Equipment News magazine)
12. Control via Network (Asia Pacific Metalworking Equipment News magazine)
13. e-manufacturing (Asia Pacific Metalworking Equipment News magazine)
14. Industrial Networking (Asia Pacific Metalworking Equipment News magazine)
15. Mesh Networking (Asia Pacific Metalworking Equipment News magazine)
16. 3D CAD Modelling (Asia Pacific Metalworking Equipment News magazine)
17. Collaborative Product Design (Asia Pacific Metalworking Equipment News magazine)
18. Wireless Shop Floor (Asia Pacific Metalworking Equipment News magazine)
19. Enterprise Manufacturing Intelligence (Asia Pacific Metalworking Equipment News magazine)
20. Power Transmission: Towards Energy & Cost Optimisation (Industrial Automation Asia magazine)
21. Variable Frequency Drives: Driving Greater Performance (Industrial Automation Asia magazine)
22. I/O devices: Interfacing with Intelligence (Industrial Automation Asia magazine)

Appendix A – List of Publications (contd.)

Technology articles

23. Motion Control: What is Driving Drives? (Industrial Automation Asia magazine)
24. Integrated Automation (Industrial Automation Asia magazine)
25. Linear Actuators (Industrial Automation Asia magazine)
26. Power Quality for Industrial Automation (Industrial Automation Asia magazine)
27. Process Pumps for Automation (Industrial Automation Asia magazine)
28. Warehouse Automation (Industrial Automation Asia magazine)

Career/Job/Work articles

1. Job Search: The Path of Extra Effort (The Straits Times)
2. Prepare to Win (The Straits Times)
3. Watch Your Boss (The Straits Times)
4. Bringing Passion Into Work (Executive Inc. magazine)
5. Navigate Your Career Using Your Own Psychological Hardwiring (Executive Inc. magazine)
6. The Second Paradigm of Professional Experience (Executive Inc. magazine)
7. In Search of Fulfilment (The Straits Times)
8. What Did You Learn Today? (The Straits Times)
9. The Choice is Yours (The Straits Times)
10. Stay The Course (The Straits Times)
11. Be Used (The Straits Times)
12. The Experience That Counts (The Straits Times)
13. A Star Bucks the Trend (The Straits Times)
14. Are You Proud of Your Achievements (The Straits Times)
15. Set Your Career Compass (The Straits Times)
16. Play Up Your Strengths (The Straits Times)
17. Get a Grip on Yourself (The Straits Times)

Contact

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