

CONTENT **ALIVE**

ATUL MATHUR

Technical Writer

Summary

- Over 15 years of experience in technical and business writing
- Author of *Writing High-Quality Standard Operating Procedures* (available on Amazon)
- Postgraduate degree in engineering
- Please see appendix A for the list of past writing projects

Services

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

- Articles
- Case studies / technical papers / white papers / technical reports / procedures
- Guidebooks / books
- Training content / course materials / presentations
- Video scripts

Writing samples

- Available upon request

Contact

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Content Alive

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Appendix A: Writing Experience

Book

1. Writing High-Quality Standard Operating Procedures: A Practical Guide to Clear, Concise and Correct SOPs (Amazon: <http://a.co/d862tLg>)

Articles on career and personal effectiveness

2. Book Review: Dark Suit, Wet Pants and Warm Feeling Syndrome (LinkedIn)
3. Book Review: The Art of Thinking and Speaking Under Pressure (LinkedIn)
4. Book Review: The Inner Game of Tennis by Timothy Gallwey (LinkedIn)
5. Book Review: How to Get Control of Your Time and Life by Alan Lakein (LinkedIn)
6. Road Less Travelled: Giving without Taking (LinkedIn)
7. How Bullshitters Not Just Survive But Thrive, Until... (LinkedIn)
8. What's the Right Response to "We are hiring. Please like or comment" Posts on LinkedIn? (LinkedIn)
9. Ultimate Rewards of Daring Career Choices (LinkedIn)
10. Proof of the Power of Your Imagination (LinkedIn)
11. 3 Secrets to Speaking Confidently on Your Feet (LinkedIn)
12. Sure Way to Shine in Job Interviews (LinkedIn)
13. Stuck in the Job Market? Try Morita Way (LinkedIn)
14. Taming the "Meetings" Tiger (LinkedIn)
15. Dreaming in Daylight – A Daring Act (LinkedIn)
16. Speed Reading: The Killer Skill (LinkedIn)
17. Rekindle the Fire of Learning (The Straits Times)
18. Do What You're Good at—Naturally (The Straits Times)
19. Power of Focus (The Straits Times)
20. Attitude Matters (The Straits Times)
21. Job Search: The Path of Extra Effort (The Straits Times)
22. Prepare to Win (The Straits Times)
23. Watch Your Boss (The Straits Times)
24. Bringing Passion Into Work (Executive Inc. magazine)
25. Navigate Your Career Using Your Own Psychological Hardwiring (Executive Inc. magazine)
26. The Second Paradigm of Professional Experience (Executive Inc. magazine)
27. In Search of Fulfilment (The Straits Times)
28. What Did You Learn Today? (The Straits Times)
29. The Choice is Yours (The Straits Times)
30. Stay The Course (The Straits Times)
31. Be Used (The Straits Times)
32. The Experience That Counts (The Straits Times)
33. A Star Bucks the Trend (The Straits Times)
34. Are You Proud of Your Achievements (The Straits Times)
35. Set Your Career Compass (The Straits Times)
36. Play Up Your Strengths (The Straits Times)
37. Get a Grip on Yourself (The Straits Times)

Articles on writing

1. Writing Clearly: Three Equations for Hard-Core Engineers (LinkedIn)
2. Writing Good Reports (The Straits Times)
3. 6 Steps to Better Writing (The Straits Times)
4. Right Way to Write e-mails (The Straits Times)
5. How to Write Clearly? (The Straits Times)
6. Keep it Simple (The Straits Times)
7. Right Way to Write (The Straits Times)

Articles on management and 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 (ghost writing)
6. Social Media Hiring: Fast and Cost-effective (ghost writing)
7. Cultural Intelligence (CQ) (ghost writing)

Technology articles

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)
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)

HVAC articles

1. Simpson, Mark and Mathur, Atul. (Jan-Mar. 2002). Air-conditioning design for data processing centres. Air-conditioning and Refrigeration Journal. 34-43
2. Mathur, Atul. (April-June 2002). A systematic approach to reviewing the selection of chilled water fan coil units. Air-conditioning and Refrigeration Journal. 67-68
3. Sze, George, Lek, Siang Hwa and Mathur, Atul. (July-Sept. 2002). Hospital air-conditioning HVAC design. Air-conditioning and Refrigeration Journal. 26-33
4. Stone, Richard and Mathur, Atul. (Oct-Dec. 2002). Investigation of chilled water pipe condensation. Air-conditioning and Refrigeration Journal. 55-62
5. Mathur, Atul. (Jan.-Mar. 2003). Project Management-The Pitfalls. Air-conditioning and Refrigeration Journal. 76-81
6. Mathur, Atul. (July.-Sept. 2004). Superior service will sharpen your competitive edge. Air-conditioning and Refrigeration Journal. 19-24

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 (financial)
(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)

Case studies and technical reports

1. Report on Investigation of HVAC System Serving Actuation Rooms
(30-page technical report)
2. Lessons Learnt from Requalification of HVAC Systems
(30-page technical report)
3. Feasibility Report on Achieving Low Relative Humidity
(15-page technical report)
4. 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)
5. 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)
6. Case Study of High Efficiency Motors at Cognis Oleochemicals, Malaysia
(4-page case study of energy saved by using high efficiency motors)
7. 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. Introduction to Asset Management for Power Distribution Utilities
 - Scope: Conceptualisation, research, writing and editing
 - Publisher: International Copper Association Southeast Asia Ltd
2. Multilateralism: Essays on International Politics, Environment and Financial System
 - Scope: Editing
 - Publisher: Asia Europe Foundation
3. 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
4. Hyderabad Airport: Making of an Indian Aviation Icon
 - Scope: Writing and editing four interviews
 - Publisher: GMR India

5. Introducing clinical research
 - Scope: Writing and editing
 - Publisher: Health Science Authority, Singapore
6. Five Quick Steps to a New Job [ebook]
 - Scope: Conceptualisation, research, writing and editing
 - Self published
7. The Best Career Move: Know Yourself [ebook]
 - Scope: Conceptualisation, research, writing and editing
 - Self published
8. Finding the Right Career Direction [ebook]
 - Scope: Conceptualisation, research, writing and editing
 - Self published
9. Underground power cables [Handbook]
 - Scope: Editing

Website Content

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

Training / teaching content

1. Worksheets on “Pursuit of Highest Potential”
2. Worksheets on “Learning to Learn” workshop
3. Workbook on “How to Discover Your Natural Strengths?”
4. Hand outs/exercises on “Mind-sets of learning”
5. Workbook on “Problem Solving in HVAC Commissioning”
6. Workbook on “Attitude: Your Ultimate Qualification”
7. Workbook on “Good Writing Skills”
8. Workbook on “Technical Writing Skills – Reports, Business Proposals and Standard Operating Procedures (SOPs)”
9. Workbook on “Energy Management and Economics”
10. Training materials for two-day workshop on “Introduction to Air-conditioning and Mechanical Ventilation”
11. Teaching materials (notes and exercises) for course titled, “Management of ACMV”
12. Teaching materials (notes and exercises) for course titled, “Energy Audit and Measurement”
13. Workbook on “Goal Setting: The Ladder to Achievements”

Competency map

1. Competency map for skills and knowledge required by facility maintenance and operations technicians (covered 13 different utility services, such as HVAC, purified water, compressed air, waste water, electrical, automation and control systems, etc.)

Speeches

1. Presentation speech on “Customer Acquisition and Retention”
2. Keynote address by the president of Copper Development Association

Press Release

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

Video Scripts

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