

# Arun Kumar

Thanungattil House, Thalayazham, Kerala 686607, India

Phone: +974 55721596, E-Mail: arun.than@me.com, LinkedIn: qa.linkedin.com/in/aruncommunicates

## Summary

A senior communications officer, with a 15-year record of accomplishment in the development, and implementation of integrated communications products. A skilled writer and researcher with experience in Sustainability, online and print media, general logistics, event management and information technology. An effective team player and leader.

## HIGHLIGHTS

### Key Skills

- Strategic communications and branding
- Writing, editing, and content development
- Executive media counsel
- Event management
- Community and government relations
- Event planning
- Media relations training
- Superb writer and editor
- Deadline-driven
- Compelling public speaker
- Print and electronic media
- Exceptional writing skills
- Positive attitude

## Experience

**SENIOR COMMUNICATIONS OFFICER,**  
**QATAR FERTILISER COMPANY, [www.qafco.com](http://www.qafco.com)**  
02/2008 - present



- Lead, developed and managed company's first Sustainability report.
- Lead, developed and managed company's first formal employee communications system to distribute company news and critical information.
- Wrote newsletter marketing copy and presentation materials for special projects.
- Wrote and edited company whitepapers, emails, newsletters and web content.
- Wrote press releases and media advisories.
- Established effective working relationships with clients, government officials and media representatives.
- Tracked negative communication about the organization on websites and blogs and developed strategies for addressing it.
- Developed and implemented communication strategies and information programs.
- Devised optimal communications strategies to reach target audiences.
- Wrote and developed media kits for QAFCO Sustainability Report and QAFCO 5&6, Qatar Melamine Company, QAFCO 5&6 stone laying ceremony.
- Edited and distributed press releases and pitches to local and national media outlets, securing positive coverage in multiple publications.
- Managed internal communications, including production and management of print and electronic newsletters.
- Planned and publicized events, including negotiating vendor contracts and designing promotional materials.
- Created content for the organization's annual report.

**CORPORATE COMMUNICATIONS MANAGER,**  
**SATHGURU MANAGEMENT CONSULTANTS, [www.sathguru.com](http://www.sathguru.com)**  
**06/2007 to 01/2008**



- Edited and revised all marketing content to guarantee the highest quality of writing.
- Wrote original content for the official company blog, as well as community blogs.
- Developed and managed company's first formal employee communications system to distribute company news and critical information.
- Wrote and managed newsletter marketing copy and presentation materials for special projects.
- Wrote, edited and managed company whitepapers, emails, newsletters and web content.
- Established effective working relationships with clients, government officials and media representatives.

**SENIOR ANALYST,**  
**DELOITTE, [www.deloitte.com](http://www.deloitte.com)**  
**06/2005 to 06/2007**



- Web research on issues related to US Taxation
- Constant monitoring of the American Congress for Tax Related bills, resolutions and discussions.
- Apart from this, I also fielded questions from Tax Professionals, which involved information/updates/ history of US tax cases, legislations.
- Brought a daily newsletter with news on US taxation sourced from Factiva.
- I did a daily research on certain tax issues that were very specific to clients and sent them to partners across the firm in US.
- The research was done on websites like, though not confined to, Thomas, LexisNexis, BNA, Tax Analysts.

**EDITORIAL CO-ORDINATOR,**  
**THE TIMES OF INDIA, [timesofindia.indiatimes.com](http://timesofindia.indiatimes.com)**  
**07/2003 to 06/2005**



- Coordinated the edit for the monthly health supplement -Times Wellness. The supplement was well received in the twin cities of Hyderabad and Secunderabad.
- Coordinated the edit for Economic Times Realty, a fortnightly edition on Hyderabad realty sector. This included interviews with "people who matter" of Hyderabad realty sector.
- Written for business promotional articles of The Times of India
- Brought out a booklet 'Women of Substance', a 24-page supplement on the women entrepreneurs of Andhra Pradesh.

**TRAINEE,**  
**THE INDIAN EXPRESS,**  
**05/2002 to 07/2002**



- One month at the Editorial Desk.
- One month as a reporter

**EXECUTIVE - ITINERARY DESIGN,**  
**ATHIRA HOLIDAYS [www.athiraholidays.com](http://www.athiraholidays.com)**  
**10/1999 – 05/2001**



- Dealt with tourist from France, Germany and US
- Played a vital role in the firm as communication expert.
- Operations Management

## Education

ENGLISH AND FOREIGN LANGUAGE UNIVERSITY, (EFLU) [www.efluniversity.ac.in](http://www.efluniversity.ac.in)  
{previously called CIEFL} Hyderabad, AP, 2001-03

M.A in Media and Communication

NSS COLLEGE (KERALA UNIVERSITY), Allepey, Kerala.

B.A. in English

## Personal information

**Date of Birth:** 7 - 12 1977 (DD-MM-YYYY) **Sex:** Male **Marital Status:** Married

**Languages known:** English, Malayalam, Hindi

## Additional Information

Projects Echoes" lead the team that produced a documentary for The Old Boys Association of St Patrick High School, Hyderabad. {Ref: Intec Group (India) Ltd. Secunderabad. Ph: 27747943, 277454462} "Mental Retardation" Part of the team that produced a documentary for UGC, which was broadcast on National television, October, 2002. "The Monkey's Paw" Part of the team that adapted/ produced radio play, November 2001. "The Magic Colour Land" Wrote the story board for animated film as part of the Multimedia Course, CIEFL.