

About Me

I started my career as a Technical Communicator in 2003 with HCL Technologies, Gurgaon . I also worked in the arena of brand building and marketing consultancy for corporates in rural sector through an organization Go Rural India. Today I run my own organization Live More and am an independent personal branding consultant and corporate trainer. I hold a dual degree in engineering and mass communication.

EXPERIENCE: I have 7 years of varied industry experience having worked in organizations like Siemens, Sun Microsystems and CA as technical communication. My last corporate job was in a rural marketing consultancy, Go Rural India, where I was the business head for Maharashtra and Goa operations.

I am also founder to Live More, a company that provides alternative life solutions to people. Along these years, I also assisted Apurv Mishra in his organization Innovator Factor Foundation (IFF) as a social media evangelist. I helped conceptualize and develop courses on social media for the organization. Adding to my role, I also acted as a liaison to ministry of Information Technology, Andhra Pradesh.

SPEAKER: I have doubled up as a corporate speaker delivering lectures and seminars in companies like CA and Sun Microsystems. I was also an invited speaker at the Society of Technical Communications (STC) Conference, Goa representing Sun Microsystems. I also deliver talks in various MBA and communication colleges on social media and personal branding. I am also the co-founder of Bhubaneswar Toastmasters Club in Orissa, the only public speaking club in the city. I am invited to Nigeria next month by the Indo-Nigeria youth forum on a cultural exchange program. I would be delivering talks across universities in Nigeria.

WRITER: I also double up as a copywriter, e-book writer and information developer. I have written various online articles for companies. My technical works are published in platforms like www.books24x7.com and www.sun.com. I have also helped conceptualise and design curriculum on social media for Innovator Factor Foundation (IFF). I have been in the blogging arena since 5 years. I blog at <http://ravikumarwrites.blogspot.com>

BACKPACKER: I have an itchy feet and I travel the countryside whenever I have the urge to break monotony and draw inspiration. Last year, I travelled to the Himalayas with my backpack for 15 days. My travel stories are published through my blog www.lonebackpacker.com , which earned the distinction of being in the top 50 new travel blogs.

ACHIEVEMENTS:

- Founder/Mentor to Live More, a non profit trust that offers alternative life solutions
- Represented Sun Microsystems as a speaker at Society of Technical Communication (STC) Conference 2008
- Won a volunteer award for my contribution to writing online article
- Founder of Bhubaneswar Toastmasters Club, the only public speaking club in Orissa
- Served as President of Toastmasters Club, Sun Microsystems
- Winner of business plan contest at IIM Bangalore presented by my sister.
- Dabbled with a string of other ventures that never saw the light of the day, nevertheless they are achievements for me.