

HARVEEN KAUR

Corporate Affairs & Strategic Communications | AI, Technology & Digital Storytelling

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PROFILE

Strategic communications and corporate affairs adviser, qualified lawyer and former journalist with more than a decade of experience turning complex legal, regulatory, technology and business issues into clear, engaging communications.

Currently representing Communications on Mallesons' AI Coalition, where I contribute to firm-wide AI adoption, workflow improvement and responsible use initiatives. I have chaired AI-focused working sessions, presented to Business Development & Marketing teams on tools including CoPilot, ChatGPT and Canva, and developed practical guidance and content to help teams use AI more effectively.

My experience spans external communications, internal engagement, executive messaging, media relations, issues management, digital content and channel performance, with a strong focus on storytelling that builds understanding, trust and reputation.

EXPERIENCE

Mallesons (formerly King & Wood Mallesons)

Aug 2025 – Present

Communications Advisor

Mallesons is a leading independent Australian law firm. My role sits within the External Communications team, supporting firm-wide corporate affairs, strategic communications and market positioning. I am the dedicated communications partner for the Tax, Dispute Resolution & Litigation and Competition & Antitrust practices, advising senior partners on media engagement, thought leadership, issues-sensitive communications and profile development.

I also represent Communications on Mallesons' AI Coalition, contributing to firm-wide work on practical AI adoption, responsible AI use and workflow improvement. In this role, I have chaired AI-focused working sessions, presented to Business Development & Marketing teams on tools including CoPilot, ChatGPT and Adobe tools, and helped translate emerging AI capability into practical storytelling approaches for the firm. This has included developing internal content, guidance and examples to help colleagues use AI to identify stronger angles, simplify complex topics and create more engaging communications. I have also built automated drafting approaches for recurring deliverables, including deal releases, LinkedIn content and thought leadership, improving speed, consistency and content quality.

Key responsibilities in this role include:

- **Technology, AI and content innovation:** Support the communications team's adoption of AI tools and workflows, identifying practical use cases that improve content development, reduce manual drafting time and strengthen the quality, consistency and efficiency of communications outputs.
- **External affairs and market positioning:** Develop and deliver integrated communications strategies across priority practice areas, identifying newsworthy angles and translating complex legal, regulatory and commercial developments into clear, credible and market-relevant communications that strengthen market presence and support business objectives.
- **Media relations & profile development:** Manage external media engagement across key outlets including the AFR, Bloomberg and Capital Brief, identifying high-value opportunities while assessing reputational risk, client sensitivities and commercial relevance. Delivered one of the firm's strongest media outcomes for the annual *Class Actions Year in Review* report, securing 10 pieces of tier-one and

tier-two coverage over four months and exceeding the previous benchmark of seven media placements over 12 months.

- **Issues & sensitive matters:** Provide communications support during sensitive regulatory developments, partner-led litigation matters, and time-critical policy moments, including escalation triggers, message alignment and pre-positioned response materials. Managed communications for this year's Federal Budget, securing media engagement with ABC News while navigating government stakeholder sensitivities and reputational risk.
- **External communications delivery:** Create and oversee media releases, website copy, LinkedIn content, partner-bylined articles, deal announcements, thought leadership and client alerts, ensuring materials are clear, timely and aligned to market positioning and business priorities.
- **Supplier & production management:** Brief, manage and quality-control external suppliers across the communications production workflow, including video editors, graphic designers and content agencies, ensuring deliverables meet firm standards, timelines and brand guidelines.

University of Technology Sydney

May 2023 – Aug 2025

Internal Communications Advisor Nov 2023 - Aug 2025

Research Communications Advisor May 2023 - Nov 2023

UTS is one of Australia's largest universities, with a workforce of more than 5,000 staff. In this role I worked within the central communications team, delivering strategic communications across the institution. This included executive messaging, research profile development, high-profile partnerships and major engagement campaigns.

Core responsibilities in this role included:

- **External engagement and communications:** Delivered integrated communications for high-profile university priorities and partnerships, including UTS x SXSW Sydney and Sydney Design Week. Worked across teams to align messaging, develop targeted content and support engagement activity that strengthened awareness, participation and institutional profile.
- **Research profile development:** Developed media releases, articles, social media and video content to secure coverage that raised the profile of UTS research and its real-world impact. This required working closely with academics to identify the stories worth telling and translate complex findings into language that resonated with broader audiences.
- **Strategic communications and stakeholder engagement:** Led the strategy, content development and rollout of UTS's internal digital news platform rebrand, recognised with the 2024 Marketing and Communications Unit Award for Innovation and Collaboration.
- **Channel management & optimisation:** Owned the weekly staff newsletter (5,000+ readers), improving open rates by 8% through testing, analytics and content optimisation.
- **Team leadership:** Led small project teams comprising Communications Coordinators and Graduates, providing direction, reviewing output and supporting their development in the Communications team.

Freelance

Mar 2022 – May 2023

Communications and Content Consultant

During this period I worked independently across communications consulting, content strategy and digital media, gaining commercial experience in audience development, programme management, digital transformation and platform-led storytelling.

Key projects during this period included:

- **Digital media development:** Founded and scaled 7 Sins Crime to over 1.2 million followers, using audience insight, platform analytics, content testing and a disciplined publishing cadence to grow engagement across TikTok and associated platforms.
- **Freelance journalism:** Completed editorial assignments including ad hoc work for The Legal 500.
- **Communications & commercial operations:** Supported a family-owned garment, sportswear and sports equipment business in Singapore across communications, social media content production and commercial operations, including developing capability statements and tender documentation in support of government procurement processes.

The Legal 500

Feb 2019 – Mar 2022

Digital Editor Jan 2020 – Mar 2022

Digital Media Journalist Feb 2019 – Jan 2020

The Legal 500 is one of the world's leading legal research, rankings and publishing organisations. In this role I developed a detailed understanding of how businesses and law firms build market profile through editorial coverage, rankings submissions and thought leadership.

Core responsibilities in this role included:

- **Market insight & profile development:** Researched and developed profiles of general counsel and senior lawyers through features, interviews and Powerlist-style publications, strengthening their visibility within the legal market.
- **Content strategy & editorial delivery:** Led the development and delivery of content across digital, video and print formats, including feature articles and research reports. Managed sponsored content programmes, working with law firms and partners to develop paid thought leadership that met both commercial and editorial standards.
- **Stakeholder engagement:** Built and managed relationships with senior lawyers, general counsel and business leaders across Europe, conducting in-depth interviews and developing trusted networks that furthered organisational reach.
- **Event management & industry engagement:** Planned and hosted senior roundtables, webinars and industry events, driving engagement with key legal industry stakeholders and strengthening the publication's market presence.
- **Multi-channel content execution:** Planned, produced and distributed content across digital, social and video platforms, translating complex legal, regulatory and business issues into accessible narratives for senior legal and in-house counsel audiences.

Sky News Australia

Dec 2016 – Sep 2018

Journalist / On-air Presenter

Sky News Australia is a national 24-hour news broadcaster. In this role I presented live news bulletins across Sky News Weather and Sky News, and produced Business Breakfast Live on Sky News Business, managing content and scripts for a live commercial news programme.

Selected experience from this role included:

- **Broadcast journalism:** Researched and produced national and international news content, working closely with reporters and editorial teams.
- **On-air presentation:** Presented live national bulletins across Sky News and Sky News Weather following promotion from a production role, including coverage of breaking business and policy stories.
- **Live content production:** Produced Business Breakfast Live on Sky News Business, overseeing scripts and managing content for breaking business news.
- **Newsroom operations:** Worked across a fast-paced 24-hour news environment, developing strong instincts for news prioritisation, deadline management and clear communication under pressure.

Intrepid Minds

Jan 2016 – Dec 2016

Conference Manager

Intrepid Minds is a specialist events company delivering industry conferences across financial markets, legal and governance sectors. In this role I managed the development and delivery of professional services conferences, working with senior industry stakeholders to shape content and engagement.

- **Programme development:** Designed conference agendas and secured senior industry speakers.
- **Stakeholder engagement:** Worked with sponsors, partners and industry leaders to develop commercially relevant content.
- **Event delivery:** Managed end-to-end conference delivery, including speaker coordination and execution.
- **Content curation:** Developed event themes aligned to emerging legal and financial sector issues.

Salvos Legal

Feb 2015 – Jan 2016

Law Graduate

Salvos Legal is a social impact law firm providing commercial legal services to fund community programmes. In this role I developed foundational legal research and professional writing skills supporting senior lawyers.

- **Legal research:** Conducted legal research across commercial and social impact matters.
- **Legal drafting:** Prepared letters of advice and client communications under supervision.
- **Professional practice exposure:** Worked within a commercial legal environment, developing an understanding of legal risk, client service and professional standards.

C O R E S K I L L S

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| • External affairs and corporate communications | • Technology, AI and innovation communications |
| • Media relations and journalist engagement | • Audience development and digital growth |
| • Issues management and reputational risk | • Executive communications and briefing materials |
| • Programme management and digital transformation | • Communication performance and analytics |
| • Internal communications and employee engagement | • Stakeholder engagement and senior advisory |
| • AI enablement, workflow design and content innovation | • Complex storytelling and content simplification |

E D U C A T I O N

Graduate Diploma of Legal Practice

College of Law, Sydney · 2015

Bachelor of Journalism & Bachelor of Laws (Honours)

University of Canberra · 2010 – 2015

Higher School Certificate

Abbotsleigh