

STEVEN R. NIEVES

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SUMMARY

Professional content writer with over a decade of experience crafting copy, articles, manuscripts, and more. Expert at creating and adopting brand voices, turning complex topics into reader-friendly and SEO-optimized content, and performing credible technical research. Adept at navigating competing priorities, hitting tight deadlines, and managing client feedback quickly and gracefully.

FREELANCE EXPERIENCE

Freelance Content Writer @ Compose.ly

Remote * 07/2024 – Present

- Create SEO-optimized content for diverse clients, including The Griot, Dollar Shave Club, and Bleu Magazine
- Shift seamlessly across tones and genres, including healthcare, finance, and culture

Freelance Content Specialist @ Stepful

Remote * 06/2025 – 12/2025

- Researched, pitched, and wrote weekly articles on a variety of mental health topics
- Tracked and reported on key SEO metrics to refine organic content strategy over time

Freelance Ghostwriter @ The Urban Writers

Remote * 05/2024 – 07/2024

- Ghostwrote compelling manuscripts tailored to the interests of Amazon and Kindle audiences
- Revise drafts to incorporate client and editor feedback to ensure a publication-ready product

Freelance Healthcare Writer @ Fin vs Fin

Remote * 10/2023 – 02/2025

- Created SEO-optimized reviews of medications, supplements, and men's health products
- Conducted and synthesized research to safeguard scientific accuracy and brand credibility

FULL-TIME EXPERIENCE

Senior Content Writer @ Talkiatry

New York, NY * 05/2022 – 12/2022

- Strategized and executed a content plan to relaunch Talkiatry's mental healthcare blog
- Modernized Talkiatry's brand voice across all forms of patient communication (email, site, etc)

Senior Copywriter @ Thirty Madison

New York, NY * 07/2019 – 04/2022

- Delivered email copy that improved engagement up to a 33% open rate
- Strategized and wrote content to establish five healthcare blogs, increasing UVs by up to 470%

Senior Copywriter @ CareerMD.com

New York, NY * 02/2016 – 10/2018

Assistant Editor @ The Urban Culturist

New York, NY * 06/2017 – 06/2018

EDUCATION

Vassar College * GPA: 3.6

Poughkeepsie, NY * 09/2011 – 06/2015

- Bachelor of Arts in English Literature
- Minors: Political Science and Middle Eastern Studies

SKILLS

- A/B testing
- Client services
- Copyediting
- Lifecycle marketing
- APA and MLA style
- Clinical research
- HTML, CSS, XML
- Time management
- B2B and DTC copy
- CMS eg. Wordpress
- Interviewing SMEs
- SEO
- Brand voice
- Collaboration
- Keyword research
- Supervising