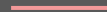


STEVEN R. NIEVES

Content & copy portfolio • 01.11.2024

Hi there

I'm Steven, a copy and content writer who specializes in breaking down complex medical topics for general or informed audiences.



I've spent the last eight years writing landing pages, ads, marketing emails, and blog articles on physical & mental health aimed at both consumer and professional audiences.

Why I got into copy & content

I've been obsessed with finding the right words since I learned how to read. School taught me the basics of how to write a good story, but it wasn't until I started working full-time as a copywriter that I realized just how far those fundamentals and a little enthusiasm could get me.

It turns out that the right words don't just tell good stories—they can create brands, inspire audiences, and empower consumers.

Where it's taken me

Eight years later, I've picked up enough tricks to consider myself a real Swiss Army knife when it comes to content.

I'm experienced in:

- Creating content plans tailored to your brand's voice, audience, and goals
- Researching and writing high-quality articles that break down complex topics
- Incorporating SEO best practices so your posts rank highly on SERPs
- Copywriting ads and social media posts that connect with consumers
- Clarifying UX copy so your funnel runs smoothly from sign-up to checkout

EXPERIENCE

Graduated from Vassar
College with a BA in
English

Moved to health startup
Thirty Madison as Senior
Copywriter

Began freelancing with
healthcare reviews site
Fin vs Fin

05.23.15

02.01.16

07.08.19

05.02.22

08.30.22

Joined B2B physician
recruiting service
CareerMD as a copywriter

Joined online psychiatric
practice Talkiatry as Senior
Content Writer

My content has increased
my clients' unique
pageviews by up to 470%
and brought in hundreds of
thousands of dollars in
revenue.

How to cope with change when you have PTSD



Reviewed by: Tracey Griffing, LMHC – Staff Therapist at Talkiatry October 17, 2022

When you think about [post-traumatic stress disorder \(PTSD\)](#), flashbacks, nightmares, and other hallmark symptoms might come to mind. One less talked-about effect of PTSD is a strong fear of change, even when it's an expected and positive change like a new job, a graduation, or a vacation.

Of course, change can feel uncomfortable for anyone, but for people living with PTSD, that feeling can be so intense that it keeps you from stepping outside of your comfort zone. Here's how to manage your condition so you can be present in your life no matter what happens.

How do I know if I have PTSD?

PTSD is an anxiety disorder that can affect anyone who has experienced [a traumatic event](#). You might think of shell-shocked combat veterans when you hear "PTSD," but any experience that triggers your body's survival response can be traumatic. That includes not only one-time events like car accidents, but also prolonged situations like abusive relationships and unstable childhoods.

Not everyone who experiences trauma develops PTSD, but for those who do, the condition can get in the way of the most meaningful parts of life. Symptoms like anxiety, intrusive thoughts, mood swings, and insomnia can interfere with work, relationships, and so much more.

What's the Relationship Between Testosterone and Hair Loss?

Author: The Keeps Team • Reviewed By: Dr. Raman Madan, Keeps Medical Advisor



Blog content that quenches curiosity and builds credibility

Mental health is personal.
So is our approach to psychiatry.

Let's treat your migraine together

We won't solve your migraines in one visit. Progress is a process, and we're here with you on this journey.

Why Cove Works

Finding the right treatment takes time. We'll help you figure out what works for you.



**Get a treatment plan made
for your migraine.**

Your Cove provider will work with you to determine which of our 20+ treatment options are right for your individual needs.



**Contact your provider
anytime, anywhere.**

With unlimited 24/7 messaging access to a licensed medical provider, migraine expertise is always at your fingertips.



**Track your way to more
migraine-free days.**

Use the Cove progress tracker to record your attacks and see how your treatment's working.

Brand copy that turns fresh leads into loyal customers

The Dreams and Nightmares of Women: Lucid Dreaming on Film

Rae Nieves

Thu Apr 23, 2020 9:00am | 5 comments | 3 Favorites [+]



Screenshot: Warner Bros. Pictures

You look in the mirror and find that one of your arms has been replaced by a purple tentacle. Or you glance at a clock and find that the numbers have been swapped for alien symbols. Or maybe you just look closely at your surroundings and realize that everything is brighter and stranger than it usually is. You're dreaming, and now that you know you are, you can do anything you want. But you're sixteen, so all you want is to undress that girl from your history class. You conjure her and begin to re-enact your daydreams. Her body is warm, you can feel her breath, but in an instant she's gone, the walls melt away, and a monster looms over you. You've lost control.

FIRST PERSON

I Stopped Tweezing in Quarantine and Realized I'm Nonbinary



BY RAE NIEVES
NOVEMBER 10, 2020

25



Quarantine has a lot of downsides. The crushing isolation, the unfathomable grief of mass death, the creeping feeling that we're living through the literal apocalypse, the constant unconscious work of repressing all that so you can cross something meaningless off of your to-do list. But I have managed to find one silver lining: longer showers.

First-person criticism, memoir, and more

What's next

Just as I tailor my articles to each audience's questions and concerns, I can adjust my process to focus on your specific needs.

That said, here's how you can generally expect our partnership to work:

1. We'll start off with an interview, where I'll get to know you and your goals.
2. I'll devise a content plan based on SEO research and the scope of your project.
3. You'll review my plan before I get started.
4. We'll touch base on a preset schedule so you always know where your project stands.

Get in touch

Here are a few ways to learn more about me or reach out if you're ready.

- **Site:** [Review my full portfolio](#)
 - **Linkedin:** [See my profile](#)
 - **Upwork:** [Start working with me](#)
 - **Email:** [Send me a message](#)
-