

STEVEN R. NIEVES

Queens, NY

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EXPERIENCE

Freelance Writer, Fin vs Fin Santa Monica, CA / August 2023 – Present

- Draft comprehensive consumer guides to online healthcare companies on a weekly basis
- Cover newly available treatments for men's health concerns like hair loss, ED, PE, and more
- Balance SEO- and reader-friendly content to ensure reach and readability
- Perform original research to safeguard scientific accuracy and brand credibility

Senior Content Writer, Talkiatry New York, NY / May – December 2022

- Created and executed a content plan to relaunch Talkiatry's mental health blog
- Researched, pitched, and wrote weekly articles on a variety of mental health topics
- Collaborated with on-staff psychiatrists to ensure accuracy and trustworthiness of all content
- Modernized Talkiatry's brand voice across all forms of patient communication

Senior Content + Copywriter, Thirty Madison New York, NY / July 2019 – April 2022

- Defined voice and messaging for five cutting-edge healthcare-focused DTC brands
- 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%
- Tracked and reported on key SEO metrics to maintain efficacy of organic content

Senior Copywriter, CareerMD.com New York, NY / February 2016 – October 2018

- Conceived and executed an email marketing campaign that generated over \$160K in revenue
- Crafted creative copy for web pages introducing CareerMD to new markets and audiences
- Collaborated with in-house graphic designers to produce eye-catching multimedia marketing
- Oversaw five diverse campaigns reaching over 60,000 clients, prospects, and users per month

Assistant Editor, The Urban Culturist New York, NY / June 2017 – June 2018

- Served as assistant to founder Monsurat Adebajo, a BlogHer 2018 Young Voice of the Year
- Pitched and wrote arts and events coverage aimed at a multicultural millennial audience
- Managed a daily Facebook-based feature highlighting cultural events in New York City
- Provided content for email and print outreach introducing the platform to potential partners

EDUCATION

Vassar College, Poughkeepsie, NY 2011 – 2015

- Bachelor of Arts in English, Minors: Political Science and Middle Eastern Studies (GPA: 3.6)

School of Oriental and African Studies, London, UK September – December 2013

- Semester abroad focusing on Middle Eastern politics, culture, and language (GPA: 3.9)

SKILLS

- CSS, HTML, XML, SQL, basic JavaScript
- Comprehensive knowledge of all major CMS platforms (eg. WordPress, Contentful)