

Nived Rajeev

Content Strategist | Content Writer | Editor | Copywriter

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Professional Summary

Content Writer and Editor with 6 years of experience creating, editing, and managing content across blogs, websites, and marketing platforms. Skilled in SEO-based writing, content strategy, copywriting, and proofreading, with proven ability to improve engagement and drive traffic. Adaptable and creative professional with additional expertise in analytics tools such as Google Analytics, Tableau, and Power BI.

Core Skills

- SEO Content Writing & Editing
- Copywriting for Marketing Campaigns
- Proofreading & Content Strategy
- Google Analytics, Advanced SEO Tools
- Social Media Content & Email Marketing
- Tools: MS Office, Canva, Figma, Adobe XD, Google Docs/Sheets
- Data Visualization Tools: Tableau, Power BI

Professional Experience

Content Designer/Writer – Freelance

Apr 2024 – Present | Remote

- Creating marketing and informative blogs, articles, and classified ads for clients.
- Assisting in the development of research/academic articles through thorough research.
- Proofreading and editing content, following client requirements.

Content Writer – UniAthena

Dec 2021 – Apr 2024 | Pune, Maharashtra

- Produced SEO-driven content to increase website traffic and attract customers.

- Collaborated with marketing team to execute promotional strategies, expanding customer base.
- Leveraged Google Analytics to refine and optimize written content.
- Developed marketing emails, social media campaigns, and content aligned with analytics insights.

Content Designer/Writer – Freelance

May 2020 – Dec 2021 | Remote

- Created and designed blogs, articles, social media banners and academic research papers for international clients.
- Proofread and edited academic research papers.
- Built User Behavior Diagrams and wireframes for client projects.

Content Writer – JAZP.com

Sep 2019 – Mar 2020 | Kannur, Kerala

- Developed marketing content for promotional campaigns and emails.
- Edited and updated website infographics per requirements.
- Proofread team-developed content to ensure quality.
- Created region-specific product advertisements.

Education

- B.Tech in Electronics and Communications – PRIST Deemed To Be University, Thanjavur (2018–2022) - 7.22
- 12th Grade – Computer Science Stream – Sree Narayana Vidya Mandir, Kannur (2014–2015) – 91%

Certifications & Courses

- Certified Data Scientist – Datamites (In Progress)
- Tableau Business Intelligence Analyst – Tableau Learning Partner (Jun 2025)
- Deloitte Australia – Data Analytics Job Simulation (Apr 2025)
- Tools for Data Science – IBM (Dec 2024)
- Advanced Google Analytics – Google (Feb 2024)
- UX Design Specialization – Google (Nov 2021)

Languages

English, Malayalam, Hindi

Soft Skills

Creative Thinking, Time Management, Adaptability, Task Completion, Dedication