

Nilesh Vijaykumar

Communications Specialist with a Journalist's Approach

Vejle, Denmark

LinkedIn: www.linkedin.com/in/nileshvijaykumar | Portfolio: nilesh.dk

What I bring to your team:

- ✓ A journalist's instinct for finding stories, a strong curiosity about how things work, and over a decade of experience across **journalism**, **content writing**, and **science communication**.
- ✓ The ability to understand complex topics, interview experts, identify the customer value behind technical solutions, and turn that into clear, engaging content.
- ✓ A responsible and proactive working style, shaped by many years as a journalist in India and freelance client work in Denmark, with a readiness to take ownership, work with care, and keep improving through feedback.

Core Competencies

Storytelling | Journalism | Science Communication | Content Writing | Editing & Proofreading | Interviewing | Stakeholder Collaboration | SME Collaboration | Podcast Scripting & Audio Editing | Corporate Storytelling | Editorial Judgement | Research-led Content Development

Work Experience

Independent Communications Consultant & Founder, Lede The Way (CVR: 44043351)

Vejle, Denmark | May 2023 – Present

I run a freelance communications business in Denmark, supporting organisations with research-led content, science and technical communication, storytelling, sustainability communication, and complex topic translation.

Client projects:

Novonesis, Denmark

- Develop deeply researched articles for *The Biosolutions Bulletin*, a monthly external newsletter subscribed to by thousands of readers globally.
- Work with global branding and content teams, using input from senior subject matter experts, to turn complex biosolutions, sustainability, and innovation topics into clear, engaging stories.
- Identify strong angles, develop narratives, incorporate expert input, and balance scientific accuracy, brand requirements, regulatory considerations, and reader engagement.

BioMar, Denmark

- Created employer branding content and drafted an external policy document.
- Authored a sustainability-focused annual report article on responsible business.

FrontFox, Germany

- Produced research-led health content on fertility and reproductive health, translating scientific and medical information into reader-friendly communication.

Additional Communications Experience in Denmark

ESG & Sustainability Reporting Intern — Welcon A/S

Give, Denmark | Aug 2025 – Sep 2025

- Developed sustainability reporting content for Welcon and Superwood based on Double Materiality Assessment findings, helping translate ESG priorities into clear business communication. Completed the internship as part of the Green Transition in Practice programme by Improve Business Academy, Copenhagen.

Talking of Science podcast, Denmark (Voluntary role) (2025 – Present)

- Support podcast editing and episode communication for a science podcast that makes complex topics accessible to general audiences. Help shape episode narratives, social media copy, and audience-facing content across digital channels.

The Copenhagen Post: Authored “Human Impact, Reforestation, and Biodiversity in Thy National Park,” a feature on an EU-funded reforestation project for Denmark’s only English-language newspaper.

Danish Development Research Network: Served on the editorial board and contributed two analytical pieces on environmental and sustainability issues in India.

Marketing Content Writer — Touchstorm, US

Remote from India | Aug 2021 – Feb 2023

- Created B2B digital marketing content across email campaigns, web content, SEO-oriented blogs, landing pages, short-form ad copy, and case studies.
- Adapted messaging for different audiences, funnel stages, campaign objectives, and business needs.

Journalist — Daily News Reporting and Editing

The New Indian Express, Hyderabad, India | Jan 2017 – Jul 2021

Deccan Chronicle, Hyderabad, India | Dec 2013 – Jan 2017

- Published 1,000+ bylined stories across science, environment, health, public policy, regulation, and civil aviation, translating complex subjects into accessible narratives for large public audiences.
- Built a strong journalistic toolbox through daily reporting, interviewing, source evaluation, fact-checking, editing, investigative work, and data-supported reporting. Produced stories under tight deadlines in a high-pressure newsroom environment.
- Coordinated editorial workflow in the newsroom, edited copies, and mentored junior reporters.

Tools & Technical Skills

WordPress Basics | Canva and Figma for Visual Content Support | Descript for Podcast Scripting and Audio Editing | SEO Basics | Google Analytics Basics | AI-assisted Research, Editing, and Content Development

Language Skills

English: Professional proficiency | **Danish:** Basic conversational proficiency; passed *Prøve i Dansk 2*

Education

Master of Science in Communication Studies | Savitribai Phule Pune University, India | 2013

Bachelor of Technology in Electronics & Communication Engineering | JNTU Hyderabad, India | 2011

Certification: ESG Reporting and Sustainability | Improve Business Academy, Copenhagen | 2024