



NAØ GLOVER

CONTENT STRATEGIST + DESIGNER

📍 St. Louis, MO

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(PW: Na0Gl0ver)

Qualifications Profile

Passionate about the impact of creativity and curiosity in culture. Driven by the imagination and its power to change lives and thinking. Focused on empowering creative minds and growing visions. Consistently recognized for learning and excelling in craft and creativity in professional development. It is my mission to find innovative ways to study and reach new people groups through imaginative vessels.

Skills + Expertise

Content strategy | Content Design | Copywriting + editing | Creative direction | UX writing | Experience design | Product design | Qualitative research | Brand strategy | Design strategy | Team management | Teaching + coaching | Digital marketing | SEO content | Public relations | Research | Journalism | Communications | Advertising | Marketing strategy | Storytelling | Messaging | Curriculum creation | Qualitative research | Design research

Work Experience

Senior UX Writer | Material+

2022 – present

- Lead and collaborate with product and experience designers, research teams, and brand teams to create innovative strategies and people-first content for digital products and omni-channel experiences.
- Provide consultative insight and direction to multi-faceted experience-based projects in a research, strategic, and/or writing capacity.
- Integrate design research, user testing, and best UX writing practices to build holistic content and experience strategies.
- Identify gaps and solutions for growth and integration across departments.
- Drive process and elevation across content disciplines including strategy, operations, governance, research, and systems, while shaping objectives in accessibility, technology, brand positioning, UX, inclusion, and scale.
- Develop POVs on content design, strategy, and solutions for evolving user needs.
- Build Material's UX writing practice by defining key roles and positions, developing new methodologies, and educating clients and other departments on the practice's capabilities.

Associate Creative Director | Wunderman Thompson

2020 – 2022

- Led and managed a team of copywriters and designers across multiple accounts, spanning B2B, healthcare, eCommerce, and non-profit industries.
- Provided constructive feedback to creative team members in the areas of creative skills, brand voice, presentation, strategic goals, audience insight, and assignment priorities.
- Collaborated with strategy and account teams on upcoming initiatives, pitches, and evolving client goals.

SEO Content Strategist | Wunderman Thompson**2019 – 2020**

- Conducted keyword research that informed content briefs, optimization recommendations, backlink strategy, and content strategy.
- Optimized and developed SEO-friendly and brand-centered copy for paid media assets, email marketing campaigns, evergreen content, backlink articles, and landing pages.
- Led educational copywriting workshops and trained SEO team members on content and SEO tools.

Founder, Chief Publicist | Noise Gate PR**2019 – present**

- Provide media relations, content marketing, digital marketing, social media, PR training, and brand development services to promote clients' exposure and growth in the music industry.
- Develop educational content and online curriculum for DIY musicians.

PR Account Executive | Inferno, LLC**2018 – 2019**

- Managed PR teams, client communications, and all PR initiatives.
- Developed and executed marketing and PR strategies to secure coverage and build brand awareness.
- Managed and produced agency-owned podcast, The Boilerplate.

Editor in Chief | HM Magazine**2016 – present**

- Assign, edit, and publish staff pieces, including album and concert reviews, artist interviews, podcast episodes, and feature stories.
- Coordinate interviews, podcast guests, and live event coverage with PR reps. Mentor junior writers in the areas of voice, critical listening, and music analysis.

Songwriting Division Head, Professor of Modern Music | Various Universities**2016 – 2019**

- Created and taught curriculum for online and in-person courses, including Songwriting Specialization, Music Theory, Artist Development, Band Ensemble, Creative Writing, Essential Theology, Cultural Apologetics, Philosophy, Music Publicity and Promotion, and individual lessons in songwriting and keyboard proficiency.
- Developed and tested online learning strategies to optimize student engagement and success.

Education

Faulkner University, Ph.D. Humanities**2028**

Major: Humanities

Houston Christian University, M.A. Apologetics**2018**

Major: Cultural Apologetics

Visible Music College, B.A. Music Ministry**2015**

Major: Songwriting | Emphasis: Vocals

Certifications + Affiliations

WPP x MHaW Mental Health Ally®**2021**

Mental Health at Work

Young Professionals Council**2018 – 2019**

Greater Memphis Chamber

Field Advocate + Team Leader**2016 – present**

American Foundation for Suicide Prevention