

NAØ GLOVER

Director of Content, Design,
and Experience Strategy



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Director of Content, Design, and Experience Strategy with 10+ years leading creative teams, crafting brand narratives, and driving omni-channel experiences for Fortune 500 clients, nonprofits, and innovative startups. Deep expertise in content strategy, brand positioning, SEO, UX writing, and creative direction across B2B, B2C, healthcare, tech, e-commerce, and entertainment industries. Adept at building scalable processes, mentoring teams, and delivering measurable results in fast-paced agency or in-house environments.

Skills + Expertise

- Educational & creative storytelling
- Content & brand strategy
- Creative direction & team leadership
- Client relations & stakeholder management
- Higher education & curriculum development
- UX writing & content design
- Research & insights
- Public relations & media strategy
- SEO strategy
- Digital marketing
- Figma-based design collaboration

Relevant Experience

Associate Director, Content & Design Strategy | Material+

- Lead cross-functional teams—including product designers, researchers, developers, and brand strategists—to deliver innovative, user-centered content and design strategies for digital products, business tools, and omni-channel experiences.
- Bridge design, content, brand, and production to drive strategic alignment across client engagements and internal innovation initiatives.
- Develop and oversee multi-platform narrative strategies across diverse content formats, guiding both UX writing and content strategy teams.
- Conduct qualitative research, heuristic evaluations, and cultural trend analysis to inform data-driven design and communication decisions.
- Partner closely with clients in agile environments to align user needs, business goals, and iterative design priorities.
- Provide consultative expertise across research, strategy, writing, and experience design for complex, multi-dimensional projects.
- Integrate user testing, content systems, and UX best practices into scalable, inclusive, and accessible content strategies.
- Identify opportunities for cross-departmental growth, operational efficiency, and long-term integration.
- Build and scale Material's UX writing practice by defining roles, developing methodologies, and educating internal and client teams.
- Shape and evolve content discipline strategy, including governance, operations, accessibility, inclusion, and emerging technologies.

Associate Creative Director | Wunderman Thompson

- Led and managed a team of copywriters and designers across multiple accounts in B2B, healthcare, eCommerce, and nonprofit sectors—driving creative cohesion and campaign success across touchpoints.
- Developed content and communication strategies that aligned business objectives with storytelling, education, and emerging industry trends.
- Provided strategic and creative feedback on tone, clarity, and concept—coaching teams on brand voice, presentation, and audience insight to elevate creative output across campaigns.
- Collaborated closely with strategy and account teams on new initiatives, client growth plans, and high-impact pitches.
- Directed the creative vision for multi-channel campaigns (web, email, social, video, OOH), ensuring brand alignment while delivering measurable results.
- Served as brand guardian across multiple client portfolios, ensuring content consistency, voice alignment, and compliance with industry standards (e.g., legal, healthcare, or accessibility requirements).
- Led high-profile campaign work for clients with national reach, presenting directly to C-level stakeholders and adapting creative direction in response to evolving KPIs and audience insights.

SEO Content Strategist | Wunderman Thompson

- Conduct keyword research that informs content briefs, optimization recommendations, backlink strategy, and content strategy.
- Optimize and develop SEO-friendly and brand-centered copy for paid media assets, email marketing campaigns, evergreen content, backlink articles, and landing pages.
- Lead educational copywriting meetings and train SEO team members on content and SEO tools.

Founder, Chief Publicist | Noise Gate PR

- Lead media relations, content marketing, digital marketing, social media, PR training, and brand development efforts to promote artists' exposure and growth in the music industry.
- Develop educational content and online curriculum for DIY musicians.
- Manage a team of publicists and content creators to support client release campaigns.

Editor in Chief | HM Magazine

- Create and lead the execution of annual editorial content roadmap.
- 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.
- Coach junior writers in the areas of voice, critical listening, and music analysis.

PR Account Executive | Inferno, LLC

- Manage PR teams, client communications, and all PR initiatives.
- Train and assist clients in all media and communication outputs and appearances.
- Develop and execute marketing and PR strategies to secure coverage, build brand awareness, and facilitate community-led growth for clients within their industries.
- Manage and produce agency-owned podcast, The Boilerplate.

Education

B.A. in Modern MusicVisible Music College

M.A. in Cultural ApologeticsHouston Christian University

Ph.D. in HumanitiesFaulkner University

Expected completion: December 2028