

# NAO GLOVER

ST. LOUIS, MO



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. It is my mission to find innovative ways to study and reach new people groups through imaginative vessels.



## Phone

314.591.7465



## Email

nao.glover@gmail.com



## Website

naoglover.com  
(PW: NaOGlOver)

## SKILLS + EXPERTISE

Copywriting	Digital Marketing
Copy Editing	SEO Content
Content Strategy	Public Relations
UX Writing	Team Management
Brand Strategy	Music Business
Higher education	Creative Direction
Teaching	Research + Writing
Curriculum development	Music Journalism
Program development	Music + Recording

## WORK EXPERIENCE

### Senior UX Writer | Material+

- Integrate design research, user testing, and best UX writing practices to build holistic content strategies.
- Collaborate with product designers to create innovative, people-first content for digital products.
- Build Material's UX writing practice by defining key roles and positions, proposing new methodologies, and educating clients and other departments on the practice's capabilities.

### Associate Creative Director | Wunderman Thompson

- 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

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

### Founder, Chief Publicist | Noise Gate PR

- 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.

### Editor in Chief | HM Magazine

- Review upcoming and newly released albums, interview artists, and write feature stories on bands in any genre of heavy music.
- Assign, edit, and publish staff pieces. Coordinate feature interviews, podcast guests, and live event coverage with band PR reps.
- Mentor junior writers in the areas of voice, critical listening, and music analysis.

### PR Account Executive | Inferno, LLC

- Managed client communications and all PR initiatives, including media relations.
- Developed and executed marketing and PR strategies to secure coverage and build brand awareness.
- Managed and supported PR team members.
- Created content for social media, email marketing, web development, and all PR campaigns.
- Managed and produced agency-owned podcast, The Boilerplate.

### Songwriting Division Head, Professor of Modern Music | Visible Music College

- 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, and individual lessons in songwriting and keyboard proficiency.
- Developed and tested online learning strategies to optimize student engagement and success.

### Adjunct Professor | University of Memphis

- Created and taught curriculum for in-person Music Publicity and Promotion course.
- Managed online learning portal to optimize student engagement.

## EDUCATION

### Bachelor's in Modern Music

2011 - 2015  
Visible Music College

### Master's in Apologetics

2015 - 2018  
Houston Christian University