



ROBERT W. GROVER, B.A. (USA)

PERSONAL DATA

Nationality	USA
Work Permits	Germany (Aufenthaltstitel) and USA (citizenship)
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EDUCATION

University of Massachusetts Dartmouth

Bachelor of Arts, English Literature and Creative Writing, 1989

- Massachusetts State Scholarship recipient (1986)
- Dean's List

New York University, Graduate School of Arts and Science

Accepted to M.A. program in Liberal Studies; admission deferred to pursue career in publishing (1990)

Alliance Française, New York

French as a Foreign Language, Levels 1–2 (2005)

Zentrum für deutsche Sprache und Kultur e.V., Frankfurt am Main

German as a Foreign Language, Levels A1–A2 (2015)

PROFESSIONAL EXPERIENCE

Staffbase, Chemnitz, Germany | 2017–Present

Joined as one of the first hires at this fast-growing B2B SaaS company, progressing through multiple content marketing roles. I help shape the company's narratives, from product innovation and AI strategy to brand positioning and thought leadership, ensuring consistency, clarity, and measurable impact across channels.

Senior Storytelling Strategist, August 2025–Present

- Shape company narratives that define value communication, including product innovation, AI strategy, brand positioning, and thought leadership.
- Lead development of keynotes, white papers, and marketing campaigns that connect strategy to story and drive engagement.
- Provide editorial rigor across long-form content, product messaging, and cross-channel campaigns, ensuring consistency and clarity.

- Collaborate with product, marketing, and regional teams to align on tone, messaging, and core narratives.
- Monitor content performance, leveraging insights from SEO, analytics, and generative AI tools to optimize impact.

Senior Content Marketing Manager, 2023–2025

- Oversaw content initiatives supporting strategic growth, including SEO and generative engine optimization (GEO).
- Edited and guided the publication of *The Narrative Age* by Frank Wolf, ensuring storytelling, source verification, and production quality.
- Mentored junior writers, conducted editorial reviews, and maintained brand voice across campaigns.
- Developed and executed campaigns, case studies, blogs, and white papers that strengthened brand relevance and engagement.

Marketing Manager, 2019–2023

- Led cross-functional content projects and marketing campaigns aligned with company objectives.
- Provided mentorship, editorial guidance, and quality control across content production.
- Oversaw planning, execution, and measurement of strategic communications initiatives.

Content Writer / Editor, 2017–2019

- Established and enforced editorial voice and style across all content, including creation of a style guide.
- Edited and polished content produced by non-native English speakers for clarity, consistency, and professional tone.
- Created content for blogs, case studies, product messaging, and sales enablement materials.
- Utilized HubSpot CMS and SEO tools to drive traffic and lead generation.
- Collaborated with design, product, and marketing teams to ensure cohesive campaigns.

Freelance Editor | 2014–Present

Provide editorial support to authors, artists, and organizations across the U.S. and Europe. My work spans early-stage manuscript development, copyediting, fact-checking, and production supervision, helping clients refine narrative flow, voice, and audience engagement across genres and mediums.

- Advise on narrative structure, tone of voice, and audience engagement for books, catalogs, and other publications.
- Edit and refine written work for book proposals, manuscripts, exhibition catalogs, and related publishing projects, including Emily Ratajkowski's *My Body* (pre-proposal editing), Sarah Hoover's *The Motherload* (developmental and copy editing), and exhibition catalogs for the Gagosian Gallery (*Francis Bacon, Late Paintings; Avedon/Warhol; Picasso: Minotaurs and Matadors*).
- Manage production processes, including printer selection, page preparation, proofreading, and supervision of print and shipment logistics.
- Collaborate with clients to ensure editorial quality while aligning with project goals, deadlines, and audience expectations.

inlingua International, Ltd., Frankfurt am Main — ESL Trainer | *August 2015–April 2017*

Taught English to non-native speakers with a focus on professional communication, helping clients improve confidence, fluency, and business writing skills in real-world contexts.

- Designed and delivered tailored lesson plans for professionals, including bankers and HR leaders, emphasizing industry-specific vocabulary and scenarios.
- Developed materials using news articles, prepared texts, and customized exercises to strengthen conversational skills, grammar, and pronunciation.
- Coached clients on presentation skills, written communication, and email/digital correspondence to support professional development and workplace effectiveness.

Frisch & Co., Berlin — Editor-at-Large | *October 2014–April 2016*

Edited English-language literary manuscripts and prepared them for digital publication for this e-book publisher specializing in contemporary literature in translation.

- Reviewed, revised, and formatted translations from Finnish, Dutch, and Austrian authors, including *Crime Novel* by Petro Tamminen, *All There Was* by Hanna Bervoets, and *Invasions of the Private Sphere* by Anna Kim.
- Ensured high editorial standards and readability while preserving the authors' voices and stylistic nuances.

John Richardson Fine Arts Ltd., New York — Senior Editor, Researcher | August 2007–August 2014

Supported Sir John Richardson, author and art historian, on research and publication projects, including the fourth volume of *Picasso: A Life*.

- Researched and prepared materials for books and articles by Sir John Richardson, including essays for *Vanity Fair* and *The New York Review of Books*.
- Edited and compiled written content for Picasso-themed exhibition catalogs at Gagosian Gallery locations in New York and London.
- Managed office operations, including financial oversight for the nonprofit Fund for Picasso Research.
- Coordinated day-to-day activities for both the gallery-related and research-focused projects, ensuring deadlines and quality standards were met.

Archipelago Books, Brooklyn — Development Officer, Editor | November 2006–June 2009

Worked at this not-for-profit publisher to support both fundraising and editorial operations.

- Raised operating funds from corporations, government agencies, and individuals through grant proposals and public appeals.
- Evaluated foreign titles for potential translation into English.
- Edited and copyedited 6–8 titles per year in preparation for production and publication.
- Collaborated with authors, translators, and designers to ensure quality and consistency across projects.

Ecco/HarperCollins Publishers, New York — Associate Editor | September 2002–February 2006

Managed the editorial process for 10–12 titles per year on the Ecco imprint, from acquisition through production.

- Oversaw the publication process for 10–12 titles per year from acquisition to finished book.
- Evaluated submissions, drafted contract proposals, and collaborated with legal, production, art, design, publicity, and sales departments.
- Developed catalog and jacket copy, solicited endorsements, and presented titles to the sales force.
- Contributed to marketing strategies and ensured titles met editorial and production standards.
- Managed office operations for the Ecco imprint.
- Edited for the Ecco literary imprint, known for high-quality fiction and nonfiction, with a focus on curating a distinctive literary voice.

Four Walls Eight Windows, New York — Editor | *May 2001–June 2002*

Managed all aspects of book publication for this small, independent publisher, from acquisition to marketing and publicity.

- Evaluated submissions and negotiated contracts and advances with authors.
- Edited, copyedited, and proofread manuscripts; wrote sales copy and press releases.
- Presented seasonal lists to the sales force and coordinated with designers and printers.
- Oversaw publicity campaigns and arranged promotional events to support title launches.

Rain Productions, New York — Editor, Copywriter | *September 2000–April 2001*

Developed content and produced materials for the Barnes & Noble “Behind the Words” author interview series, supporting a video-based book promotion initiative.

- Selected and researched interview subjects; wrote author biographies and interview questions.
- Edited and polished interview transcripts for publication online.
- Produced essays and promotional copy to accompany video projects.

- Managed content production schedules and coordinated with video production teams.

Alfred A. Knopf/Random House, New York — Assistant Editor | *August 1994–September 2000*

Supported editorial and production activities across multiple titles while managing office responsibilities for a senior VP.

- Evaluated manuscript submissions and developed contract proposals.
- Negotiated contracts and collaborated closely with art, design, production, publicity, and sales teams.
- Wrote fact sheets, catalog copy, and jacket copy for multiple titles per year.
- Monitored royalties, sales, and reprints.
- Managed the office of a vice president during his transition to off-site editor-at-large duties.

Houghton Mifflin Co., New York — Editorial Assistant / Publicity Assistant | *November 1990–August 1994*

Began my publishing career supporting senior editors and publicists, gaining hands-on experience in manuscript evaluation, catalog and jacket copy preparation, and publicity coordination. I contributed to the editorial process by reading and reporting on submissions, preparing rejection letters, and monitoring sales and inventory for assigned titles. On the publicity side, I assisted with media lists, press releases, author events, and promotional coordination, providing both administrative and content support that underpinned the marketing and editorial teams.

Editorial Assistant, 1992–1994

- Provided editorial and administrative support to two senior editors.
- Read and evaluated manuscripts and book proposals, preparing written reports and rejection letters.
- Drafted catalog and jacket copy.
- Monitored sales and inventory for assigned titles.

Publicity Assistant, 1990–1992

- Provided administrative and secretarial support to a senior publicist.
- Generated and updated media lists; wrote and designed press releases.
- Arranged publicity tours and events and monitored related budgets.
- Acted as liaison between authors and the media.

ADDITIONAL PROJECTS

I have pursued a range of creative and editorial projects outside my formal employment, spanning publishing, music, film criticism, and personal writing. Highlights include:

- **Books:** Editor and contributor for *The Essential Insider's Guide* (2009, Fang Duff Kahn/Rizzoli).
- **Screenplay:** Coauthor of *Moving the Goalposts* (2007).
- **Music:** Bass and guitar recordings with The Shipwreckers (*Library for the Blind*, 2003) and The Go-Kartel (*Away*, 2014).
- **Film Criticism:** Contributor to gogoparis.com and xseeksy.com (1998–2006).
- **Blog:** *The Song That Got Stuck in My Head Today* (2009).

LANGUAGE SKILLS

- **American English** – Native speaker; superior proficiency in grammar, writing, and professional communication
- **German** – Working proficiency; able to read, write, and speak in professional contexts
- **French** – Basic proficiency; reading and conversational skills

COMPUTER & DIGITAL SKILLS

Proficient in content management systems including HubSpot, WordPress, and Storyblok. Skilled in analytics and SEO tools such as Google Analytics and SEMrush, and experienced with collaboration and project management platforms including Miro, Jira, Google Workspace, and Microsoft Office. Competent in design and media tools such as Canva and basic composition software (e.g., GarageBand), with additional experience in email campaign management and social media content creation and optimization.