

NATASHA D. LESSER

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EXPERIENCE

Roku, Content Strategist/Senior UX Writer

2022 – Present

Baltimore, MD/San Jose, CA

- Craft clear, concise copy across a range of platforms, including device, website, mobile app, marketing, support articles, and email, enabling greater user understanding and engagement.
- Core member of UX design and writing, subscription, payment, content and developer tools, T-commerce, and customer support teams.
- Work closely with product designers, product managers, marketing, and research to create user-friendly experiences and address business needs.
- Example of impact: My copy modifications on payment page led to a 5% increase in overall signup, adding millions of dollars in revenue.

The Hatcher Group, Vice President

2019 – 2022

Baltimore, MD/Bethesda, MD

- Developed, implemented, and managed award-winning, multifaceted strategic communications and marketing campaigns and comprehensive communications and brand strategies for nonprofits, foundations, government agencies, and other mission-driven organizations.
- Oversaw project teams, video/audio production team, public health practice, and the Baltimore office. Created proposals, budgets, and project plans.
- Projects included support for [CDC National Center for Injury Prevention & Control](#); [Anne Arundel County's COVID-19 vaccine communications](#); [211 Maryland's crisis hotline](#); Open Society Institute – Baltimore and its grantees; MDMOM's maternal warning signs campaign; American Heart Association's campaign against flavored tobacco; and [vote-by-mail campaign](#) for Baltimore 2020 elections, resulting in the highest percentage of vote by mail and absentee ballots in Maryland.

Little Chairs, Founder/Principal

2013 – 2019

Baltimore, MD

- Founded and ran boutique strategic communications, content creation, and website design and development agency focused on working with mission-driven organizations and companies.
- Clients included PDK international, an influential education nonprofit the University of Maryland Medical Center; SEIU; the Urban Land Institute; FDA, the Baltimore City Department of Public Works; IMG Models; Hilton Grand Vacations.

Freelance Writer/Reporter/Producer

2003 – 2019

Baltimore, MD

- Wrote stories for a variety of media outlets, including WYPR, Baltimore's public radio station; the Baltimore Sun; Baltimore Style; Zagat's; Fodor's Travel; and Johns Hopkins University magazine. Wrote content, including op-eds, posts, and releases, for clients including Global Virus Network, CPCU Society.
- Produced video about School Sisters of Notre Dame; edited series of videos on importance of diversity, equity, and inclusion; provided research for *Serial* podcast.

Threespot, Senior Content Strategist

2012 – 2013

Washington, DC

- Developed large-scale content strategy solutions and directed digital storytelling efforts for interactive agency focused on government agencies, nonprofits, and foundations.
- Clients included: National Park Service, the Robert Wood Johnson Foundation, Pew Charitable Trust.

Towson University, Digital Strategy Consultant

2005 – 2011

Towson, MD

- Led digital strategy and multi-year, comprehensive site redesign for Towson University; developed digital communications campaigns for various departments, including Undergraduate and Graduate Admissions. as long-term, in-house consultant.
- Managed cross-functional team, projects, and client relationships with key stakeholders across departments, from faculty to senior-level administration.

FUEL/MVBMS, Senior Information Architect

2001 – 2003

New York, NY

- Built and managed information architecture department at integrated advertising agency. Led user experience and content strategy for major site redesign projects.
- Clients included New Balance, Volvo, International Paper, and Intel, and Catholic Big Sisters.

AGENCY.COM, Information Architect

1999 – 2001

New York, NY

- Developed information architecture, wireframes, and UX copy for award-winning websites.
- Clients included British Airways and Gucci.

Fodor's, Senior Editor

1995 – 1999

New York, NY

- Edited travel guidebooks to France, Paris, Vietnam, Turkey, Argentina, Israel, New Mexico, Pacific Northwest.
- Developed content, prepared budgets, hired and managed freelance writers, edited manuscripts, traveled to destinations.

EDUCATION

Amherst College – Amherst, MA

BA in English, Magna Cum Laude; semester abroad in Kenya.

University of Iowa – Iowa City, IA

MA in comparative literature; taught undergraduate English and literature courses.

Additional studies: Graduate coursework toward MFA in film and video at Maryland Institute College of Art (MICA); graphic design course with Milton Glazer at School of Visual Arts; graduate studies in cinema and history at Ecoles des Hautes Etudes (EHESS) in Paris, France; summer courses in art history and French at the University of California, Berkeley.