

Natasha Lesser

natasha.lesser@gmail.com | 410.303.5232 | [linkedin.com/in/natashalesser](https://www.linkedin.com/in/natashalesser) | www.natashalesser.com

EXPERIENCE

Roku / Senior Content Strategist

2022 – 2026, San Jose, CA (Remote)

- Owned content strategy and copy across device, web, mobile, email, and other Roku touchpoints.
- Led UX writing for high-impact areas like subscriptions, payment, developer & content tools, ads, privacy, the Home screen, and search/browse.
- Collaborated with a range of teams, including UX design, product, research, marketing, and engineering, to shape product decisions and the experience from end to end.
- Maintained writing standards, guidelines, and governance so experiences stayed consistent.
- Drove measurable results through copy optimization that significantly increased subscriptions and generated millions in additional revenue.

The Hatcher Group / Vice President

2019 – 2022, Baltimore and Bethesda, MD

- Led strategy, development, and execution of multi-platform communications and advocacy campaigns, creative collateral, videos, and websites for a portfolio of mission-driven clients including Open Society Institute-Baltimore, Abell Foundation, CDC's Center for Injury Prevention, and Maryland Department of Public Health.
- Developed award-winning campaigns focused on civic engagement, public health, and community impact, including media relations, owned and earned media, print, TV, radio, and out-of-home, creative assets, social media, and video and podcast production.
- Managed the Baltimore office, the video production team, client relationships, and business development.

Little Chairs / Founder & Principal

2008 – 2019, Baltimore, MD

- Founded and led boutique communications, content strategy and development, and web design agency; built client roster across education, healthcare, advocacy, and nonprofit sectors, including the Urban Land Institute, University of Maryland Medical Center, FDA, Global Virus Network, PDK International, and the SEIU.
- Oversaw all aspects of business development, team management, client strategy, and project delivery.

Freelance / Writer, Reporter, Producer

2003 – 2019, Baltimore, MD

- Wrote food, travel, culture, real estate, lifestyle, and profile stories for The Baltimore Sun, Baltimore Style, Johns Hopkins School of Engineering Magazine, Fodor's, and Zagat's.
- Reported and produced local news stories for WYPR, Baltimore's public radio station.
- Produced and edited videos for nonprofit and foundations; researched materials for *Serial* podcast.

Threespot / Content Strategist

2011 – 2013, Washington, DC

- Developed and implemented digital and content strategies for mission-driven clients, including the National Park Service, Robert Wood Johnson Foundation, and Pew Charitable Trust.
- Partnered with design, account, and engineering teams to align organizational goals with digital experiences across platforms.

Towson University / Director Web & Digital Strategy

2005 – 2008, Towson, MD

- Led comprehensive multi-year redesign of enterprise-wide websites for Towson University, overseeing strategy, user experience, and digital communications.

- Managed cross-functional teams and senior stakeholder relationships across academic departments, admissions, and university leadership.
- Developed targeted digital campaigns for Undergraduate and Graduate Admissions.

MVBMS Fuel / Senior Information Architect

2001 – 2002, New York, NY

- Built and led information architecture practice for digital division of major New York advertising agency. Drove UX strategy for clients including New Balance, Volvo, Intel, and Gucci.

AGENCY.com / Information Architect

1999 – 2001, New York, NY

- Developed comprehensive user experience designs and content strategies for clients, including British Airways and others, of this pioneering interactive ad agency.

Fodor's Travel / Editor

1995 – 1999, New York, NY

- Managed international guidebook portfolio; oversaw content development, production, freelance writers, and budget across global destinations.

EDUCATION

Amherst College / B.A.

English. Semester in Kenya.

University of Iowa / M.A.

Comparative Literature. Taught 4 semesters of Interpretation of Literature.

MICA/Johns Hopkins University Film MFA Program

Graduate courses in film and video production.

Additional studies: Art history and French at UC Berkeley; graphic design with Milton Glazer at SVA; cinema and history at L'École des Hautes Etudes, Paris.

VOLUNTEER

Wide Angle Youth Media, Board Member, 2024 – Present

Advise Baltimore nonprofit that trains young people in video production, photography, and graphic design skills, supporting organizational strategy, partnerships, fundraising, program development efforts.

Mt. Washington Community Swim Club, Board Member, 2014 – 2017

Contributed to governing, communications, operations, and managing of finances of this member-owned community pool.