

Natasha Przedborski

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Education

Barnard College, Columbia University

2017

Major: Economics Minor: Psychology

University of Sydney

Fall 2016

Study Abroad Program

Experience

Head of Community

September 2021 - Present

Top Tree Agency, Los Angeles

- Manage cannabis podcast recording and creative content studio in West Hollywood
- Host and coordinate community-focused events for cannabis and wellness creators
- Craft editorial newsletters and viral memes for clients (i.e. Jim Belushi, Paul Wall)
- Consult and produce branded campaigns assets (i.e. Ricky Williams, Amuse, Papa & Barkley)

CEO & Co-Founder

August 2016 - Present

PussyWeed, New York

- Advocate and educate about restorative justice and cannabis legalization across the United States
- Write and publish a bi-monthly educational cannabis newsletter report
- Design apparel, accessories, social media content, and website assets
- Manage brand partnerships, manufacturer relationships, and e-commerce shop

Head of Content

April 2020 - August 2021

HERB, New York & Los Angeles

- Curated, scheduled, and distributed content to a community of 14M+ followers across all platforms
- Created content strategies for owned channels (Instagram, Facebook, Twitter, LinkedIn, Youtube)
- Organized events and digital campaigns with Last Prisoner's Project, Bail Project, REFORM, and Cresco
- Optimized client analytics reporting and built custom campaign dashboards on Google Studio/Looker

Special Projects Coordinator

June 2017 - March 2020

zingmagazine, New York

- Conducted research and interviewed contemporary curators and artists for zingmagazine's digital site
- Led marketing and social media efforts for the magazine and founder Devon Dikeou's studio
- Managed sales outreach and wholesale relationships with stockists
- Assisted in producing the retrospective gallery show for artist Devon Dikeou in Denver, Colorado

Leadership & Volunteering

NYC NORML Board Member

January 2020 - Present

- Establish the visual brand identity and content strategies for the NYC chapter of NORML
- Create social media graphics about upcoming lobby days and legislative updates in New York

New Sanctuary Coalition Immigration Clinic Volunteer Leader

October 2017 - June 2019

- Aided asylum seekers from start to finish with their applications including escorting them to court
- Connected undocumented folks with necessary social and educational services throughout NYC

Skills & Abilities

- Microsoft Office, Google Suite, Google Analytics
- Adobe Photoshop, Illustrator, Premiere, After Effects
- Familiar with HTML, CSS, SQL
- Fluent in French, Proficient in Spanish