



# Natalie Zfat

Natalie Zfat is a writer, entrepreneur and social media influencer with a professional mantra that success means never doing the same thing twice (unless it was really fun the first time).

Putting the “social” in social media, Natalie has partnered with some of the most iconic brands in the world, including **Rolling Stone, Food Network, Mashable, Refinery29, American Express, Travel and Leisure, Levi’s and Dell.** Hosting videos and events, curating original content and implementing full-scale social media takeovers, Natalie gains millions of impressions for the brands she advocates for.

When she’s not engaging with her **450K followers**, Natalie loves sharing her entrepreneurial thought leadership at conferences and universities, including Carnegie Mellon, Parsons: NYU Stern School of Business, Internet of Things World and SXSW.

Peter Travers of Rolling Stone has called Zfat “**an institution**” and “**a digital princess**,” while Monster Products CEO Noel Lee calls Zfat an “influencer of influencers.” This year, **Google named Natalie one of 60 Fun and Interesting People to Follow on Google Plus.**

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