

Abbey Dufoe

Web producer, content strategist, Tweeter

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WORK EXPERIENCE

Climate Central, Princeton, NJ — *Web Producer*

May 2015 - PRESENT

Manage daily social media posting (Facebook, Twitter) and contribute to/build content strategy; produce entries for web; track metrics in Google Analytics, Buffer, Chartbeat and Campaign Monitor; host and test interactive elements; produce and send HTML emails; manage press lists; manage homepage flow; design and produce PDFs

Montana Kaimin Newspaper, Missoula, MT — *Web Editor*

August 2014 - January 2015

Produce and export news stories for website through BLOX CMS; manage social media accounts; write web headlines

Montana Journalism Review, Missoula, MT — *Tablet Producer*

August 2014 - January 2015

Producing tablet version of student-produced magazine through Adobe Digital Publishing Suite; worked closely with Art Director on editorial vision; assisted Web Designer with web content

Backpacker Magazine, Boulder, CO — *Digital Intern*

May 2014 - August 2014

Assist digital director and digital specialist with tasks including migrating web content to new CMS, writing short news stories, and producing slideshows, eBooks and news content

EDUCATION

University of Montana, Missoula, MT — *Journalism*

August 2013 - May 2015

Master of Arts in Environmental Science and Natural Resource Journalism

Penn State University, University Park, PA — *Media Studies*

August 2009 - May 2013

Bachelor of Arts in Media Studies, Minors: Environmental Inquiry, Civic and Community Engagement

SKILLS

Twitter, Facebook, Instagram (posting strategy and content)

Content management systems (WordPress, Medium, Squarespace, Expression Engine)

Social media management systems (TweetDeck, Buffer, HootSuite)

Adobe Photoshop, Illustrator and InDesign

Basic HTML and PHP

OTHER INFO

For blog, clips, published works and awards, visit ABBeyDUFOE.COM

