

# Abbey Dufoe

Tweeter, content strategist, web producer

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@abbeydufoe

## WORK EXPERIENCE

### **Climate Central, Princeton, NJ — *Web Producer***

May 2015 - PRESENT

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

### **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](http://ABBEYDUFOE.COM)