

# Abbey Dufoe

Web content producer, content strategist, writer, social media manager

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@abbeydufoe

## WORK EXPERIENCE

### **Sogeti: Web Content Creator** — Bridgewater, NJ

March 2019 - PRESENT

Create web content for Johnson & Johnson

### **Climate Central: Digital Outreach Lead & Web Producer** — Princeton NJ

May 2015 - March 2019

Build content strategy; manage daily social media posting; produce news entries for web; produce, write copy, and send emails; manage websites; manage press lists; write social media video scripts; track and report metrics; design and produce PDFs; edit copy; host and test interactive elements

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

August 2014 - January 2015

Produce and export news stories for web; manage social media accounts; write web headlines

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

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

## EDUCATION

### **University of Montana: School of Journalism** — Missoula, MT

August 2013 - May 2015

Master of Arts in Environmental Science and Natural Resource Journalism

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

August 2009 - May 2013

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

## SKILLS

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

**Twitter, Facebook, Instagram, LinkedIn** (posting strategy and content)

**Adobe Photoshop, Illustrator and InDesign**

**Social media management systems** (TweetDeck, Buffer, HootSuite)

**Email marketing** (Campaign Monitor, MailChimp)

**Analytics tracking** (Google Analytics, Chartbeat, Meltwater)

**Basic HTML, PHP, CSS, Bootstrap, and JavaScript**

## OTHER INFO

For blog, clips, published works and awards, visit [ABBEYDUFOE.COM](http://ABBEYDUFOE.COM)