

# Abbey Dufoe

484-889-1506  
abbey.dufoe@gmail.com  
@abbeydufoe

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

## WORK EXPERIENCE

### **Center for Climate Integrity: Digital Content Strategist — Remote**

October 2019 - PRESENT

Social media and digital strategy and execution for Pay Up Polluters campaign; design ad campaign creative; manage daily posting of Facebook, Twitter, Instagram

### **Sogeti US: Content Producer, Johnson & Johnson (Contractor) — Remote**

March 2019 - October 2019

Web content producer for launch of Johnson & Johnson medical devices website; work with franchises in global markets to audit, filter, and coordinate content for web migration; create pages in Drupal

### **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 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)