

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

Build content strategy; design and implement Facebook and Twitter ad campaign; manage daily social media posting; web production and management; design and implement ActionNetwork and Hustle campaigns; edit copy

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

Organizing tools
(ActionNetwork, Hustle)

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, and JavaScript

OTHER INFO

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