

Abbey Dufoe

Digital strategist, writer, social media manager

Baltimore, MD

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WORK EXPERIENCE

Center for Climate Integrity: Digital Manager — Remote

October 2019 - PRESENT

Oversee the strategy and execution of CCI's message in all digital spaces, including developing organic and paid digital campaigns and communications. Ensuring consistency and accuracy of the organization's brand and offering high-level direction to other departments. Maintain web properties and domains. IT/securities go-to.

Sogeti US: Content Producer, Johnson & Johnson — Remote

March 2019 - October 2019

Focused on web migration projects in the J&J Medical Devices division in several global markets. Worked with clients and design team to determine clear deliverables, roles and responsibilities to meet project deadlines. Submitted digital assets for Copy Approval through web-based application EOS. Load content utilizing content management system.

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

May 2015 - March 2019

Designed and executed communications, audience engagement and marketing solutions across programs and products. Lead social media and grew followers by the thousands; Managed website(s) including daily production. Conceptualized and hand coded modern web experiences for various initiatives. Regularly reported metrics across web, email and social media.

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

Advertising management/ implementation

(Facebook, Twitter, LinkedIn, Google Ads)

Organizing tools

(ActionNetwork, Hustle, EveryAction)

Content management systems

(WordPress, Squarespace, Expression Engine, Drupal)

Twitter, Facebook, Instagram, LinkedIn

(posting strategy and content creation)

Adobe Photoshop,

Illustrator, InDesign, Premiere

Social media management systems

(Meltwater, TweetDeck, Buffer, HootSuite)

Email marketing

(Campaign Monitor, MailChimp, EveryAction, Action Network)

Analytics tracking

(Google Analytics, Meltwater)

Basic HTML, CSS, and

JavaScript