



Maria DiFabbio

Marketing & Communication Specialist

Maria DiFabbio is a Marketing & Communications Specialist for Highland Performance Solutions. In her role with HPS, Maria strategizes and creates multimedia content to build brand identity and engage our audiences on today's pressing workforce topics.

She is passionate about telling stories that illuminate humanity and vulnerability in the workplace and offer guideposts for cultivating a fulfilling career. She specializes in web copywriting, content marketing & strategy, brand voice and identity, and social media strategy.

With a background in theatre and events management, she is well-versed in the art of working with teams to build unique experiences that make a lasting impression on audiences. After having spent six years with The New York Times as an events manager and sales coordinator, she pivoted to a new career in copywriting and content strategy in 2020.

She has Bachelor of Arts in Theatre Studies from Bennington College and is an advanced member of the Tony-honored BMI Lehman Engel Musical Theatre Workshop. She loves singing, seeing plays with friends and going on adventures in Brooklyn, where she lives.