

PAGE HUYETTE

AUTHOR & COPYWRITER

RESUME



PROFILE

Published author of articles and case studies focused on building custom interior and exterior environments, newsletter ghostwriting and website marketing content. I've taught post-secondary design and marketing courses, coached new business owners on how to stand out from the crowd, and helped entrepreneurs differentiate and systemize their businesses for better work-life balance.

EDUCATION

BA English/Creative Writing
Lake Forest College

Landscape Architecture
Masters Certification
**University of California
Los Angeles**

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EXPERIENCE AT-A-GLANCE

2006-present

Lead Writer Most Likely To

Story-focused newsletter & essays focused on personal transformation, creative blocks, and mindset shifts for small business owners.

- Built a highly engaged reader base through storytelling, reflection prompts, and visual essays.
- Newsletter photo essays (including a viral post on a London cobblestone street) have led to creative series development and steady audience growth.

2017-present

Business & Content Coach
Montana Good Life/PageHuyette.com

Developed and facilitated an intensive 2-day brand clarity training workshop to help entrepreneurs define their USP and confidently share it on social media, newsletters, and client conversations.

- Coaching of entrepreneurs and creatives to uncover unique selling propositions and communicate them clearly across platforms.
- Create content frameworks and exercises to help clients write naturally and consistently—even without formal writing training.

1998-2014

Landscape Architect/Professor of Design & Marketing
Vida Flora/ Montana State University

Custom landscape architectural design services: project programming, design, plant specifications, grading and drainage, cost estimating and project management for residential and commercial clients. Adjunct Assistant Professor of drawing, design, computer graphics and marketing

- Focus on sustainable materials in the built environment
- Built online course for entrepreneurs & undergraduates entering the workforce

For additional experience and work samples, please visit pagehuyette.com