**Michelle Troutman**
**Fairfield, ME  04937**
**(207) 332-8379 (cell)**

[michelle@classywriting.com](mailto:michelle@classywriting.com)

[classywriting.com](http://classywriting.com)

**Summary:** Versatile freelance writer and content strategist with 10+ years' experience providing ghostwriting, editorial, and content strategy for service providers, including law firms and non-profits. Specialties: SEO content, WordPress CMS management, and AI-assisted workflow enhancement.

## SKILLS:

- **Technical:** Adobe Photoshop, Adobe Acrobat, Canva, HTML, CSS, Salesforce CRM, Search Engine Optimization (SEO)
- **Project Management:** Asana, Slack, G-Suite
- **Content Management:** MailChimp, Constant Contact, Survey Monkey, WordPress, LawLytics, AI (ChatGPT, Gemini, Claude)

## WRITING AND EDITING

Classy Writing                                                                 Waterville and Fairfield, Maine
**Freelance Writer & Editor**                                        February 2013 to present
classywriting.com

- Provided ghostwriting, editing, and content strategy for 20+ businesses, non-profits, and publications, consistently aligning content with client marketing objectives.
- Managed communications, including articles and email newsletters for clients like Berman & Simmons and The Winthrop Lakes Region Chamber of Commerce.

## EDUCATION

University of Maine at Augusta                                        Augusta, Maine
**Bachelor of Applied Science**                                      Graduated with honors May 2011
**Major: Applied Science; Minor: Business Administration**
- Cumulative GPA: 3.6
- Courses included Organizational Behavior, Web Applications, and Document Design and Presentation

Kennebec Valley Community College                              Fairfield, Maine
**Associate in Applied Science – Business Administration**    Graduated with honors May 2009
**Major:  Marketing/Management**
- Cumulative GPA: 3.6
- Courses included Critical Thinking, Personal Selling and Advertising, and Supervisory Management

## CERTIFICATIONS

- HubSpot Academy — Content Marketing (Dec 2024–Jan 2027)
- HubSpot Academy — Email Marketing (Jan 2025–Feb 2027)
- HubSpot Academy — Inbound Marketing (May 2025–Jun 2027)
- HubSpot Academy — Social Media Marketing (May 2025–Jun 2027)