

John M. Potter

Grand Rapids, MI | johnpottergr@gmail.com | 616-745-2985

Website: <https://johnpottergr.com>

Professional Experience

Freelance Writer

Apr 2025-Present

- Developing a portfolio of targeted content focused on technology and business topics
- Skilled in using SEO tools like SEMrush to improve content visibility and performance

Technical Writer at Edify Content

May 2023-Apr 2025

Full-Time Remote Position

- Produced 150+ long-form articles covering AI, business, and data engineering topics
- Improved content performance using SEMrush insights and ongoing SEO analysis
- Worked closely with clients to define article objectives and determine optimal format
- Tracked progress and updated timelines using ClickUp project management tools

Business News Writer at Enter Quantum

Sep 2022- Feb 2024

Part-Time Remote Position

- Created over 150+ news articles centered on the quantum computing industry
- Researched quantum industry trends, producing 3+ major reports that informed client strategies

Content Marketer at Lunar Digital Assets

Dec 2021- Jun 2023

Part-Time Remote Position

- Wrote targeted content and press releases for niche audiences within the crypto market
- Advised paid social media influencers on messaging strategies for select blockchain campaigns
- Collaborated with the marketing team to support outreach and engagement for emerging crypto projects

Copy Manager at Xtrabytes

Apr 2017- Nov 2021

Full-Time Remote Position

- Edited and promoted 30+ contributor-written pieces to align with brand voice and audience expectations
- Harmonized internal style guidelines with broader marketing objectives to strengthen brand consistency
- Used Google Analytics to track content performance and improve visibility through SEO-driven updates

Higher Education

Master of Business Administration (MBA), Ferris State University

Masters in Library and Information Science (MLIS), Wayne State University

Bachelor of Business Administration (BSBA), Central Michigan University

Technical Skills

Documentation: Docusaurus, Git, GitHub, Markdown, Swagger, Mintlify

Web & Code: VS Code, HTML, CSS, WordPress

Data Visualization: Lucidchart, Google Analytics, Canva

SEO & Analytics: SEMrush, Moz Pro, Ahrefs, Google Analytics

Project Management: Trello, Jira, ClickUp

Certifications

Certified Technical Writer, Technical Writer HQ, 2022

Certified UX Writer, Technical Writer HQ, 2022