

John M. Potter

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

Website: <https://johnpottergr.com>

Professional Experience

Freelance Writer

Apr 2025-Present

- Writing content on tech and business topics that's tailored to specific audiences and goals
- Using tools like IIm.txt to help content show up more reliably in AI-generated answers
- Helping clients promote their content on LinkedIn to extend reach and engagement

Technical Content 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 client's content performance using SEMrush insights and keyword gap 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
- Managed a 10-member social media team, handling editorial oversight and compensation planning
- Advised paid social media influencers on messaging strategies for select blockchain campaigns
- Collaborated with the marketing team to support outreach for emerging crypto projects

Copy Manager at Xtrabytes

Apr 2017- Nov 2021

Full-Time Remote Position

- Managed a 7-person content team focused on brand alignment and audience engagement
- Harmonized internal style guidelines with broader marketing objectives to strengthen the brand
- Used Google Analytics to track content performance and improve content visibility

Higher Education

Master of Business Administration (MBA), Ferris State University

Master of Library and Information Science (MLIS), Wayne State University

Bachelor of Science in Business Administration (BSBA), Central Michigan University

Technical Skills

Technical SEO: Sitebulb, Screaming Frog, Google Search Console

Analytics & Reporting: GA4, Google Tag Manager, Plausible, Looker Studio

Workflow Management: Trello, ClickUp, WordPress, n8n

Development & Deployment: HTML, CSS, VS Code, FastAPI, Stripe, Replit, Render

SEO & Content Tools: SEMRush, Ahrefs, Surfer AI, Clearscope

Marketing & CMS: Hubspot, WordPress, Mailchimp, HootSuite

Certifications

Certified Technical Writer, Technical Writer HQ, 2022

Certified UX Writer, Technical Writer HQ, 2022

Google Analytics Individual Qualification, 2019

Google Ads Certification, 2019

MarketMotive Advanced SEO Certification, 2019

HubSpot Inbound Marketing Certification, 2019

HubSpot Outbound Marketing Certification, 2019
