

# John M. Potter

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<https://www.linkedin.com/in/technologywriter2>

## Professional Experience

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### Technical Writer

May 2023-Apr 2025

Edify Content, Remote Position

- ✓ Generate 5+ articles weekly related to AI, coding, and data management topics
- ✓ Employ SEMrush to achieve content marketing objectives
- ✓ Collaborate with clients to define article objectives and determine optimal format
- ✓ Update project timelines and task progress in ClickUp project management software

### Business News Writer

Sep 2022-Feb 2024

Enter Quantum, Contract Remote Position

- ✓ Develop weekly news articles centered on the quantum computing industry
- ✓ Research quantum industry to generate industry-specific reports

### Writer

Dec 2021-Jun 2023

Lunar Digital Assets, Remote Position

- ✓ Crafted targeted content, including articles and press releases, to promote cryptocurrency
- ✓ Delivered content strategy guidance to paid social media influencers for specific projects
- ✓ Partnered with marketing team to fulfill client marketing objectives

### Copy Manager

Apr 2017- Nov 2021

Xtrabytes Ltd, Remote Position

- ✓ Edited and marketed over 30 articles from freelance contributors
- ✓ Harmonized the company's style guidelines with its overall marketing strategy
- ✓ Leveraged Google Analytics to enhance search engine visibility and rankings

## Higher Education

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- ✓ Master of Business Administration (MBA), Ferris State University

Jun 2010

- ✓ Bachelor of Business Administration (BSBA), Central Michigan University

Aug 1987

## Technical Skills

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- ✓ **SEO:** SEMrush, Moz Pro, Ahrefs
- ✓ **Documentation:** Github, Markdown, Microsoft Word, SharePoint
- ✓ **Data Visualization:** Canva, Google Analytics
- ✓ **AI Tools:** ChatGPT 4.5, Grok 3
- ✓ **Learning:** Tableau, PowerBI

## Certifications

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- ✓ Certified Technical Writer, Technical Writer HQ

Aug 2022

- ✓ Certified UX Writer, Technical Writer HQ

Aug 2022