

John M. Potter

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Professional Experience

Contract Writer

Apr 2025-Present

- ✓ Create targeted content for clients across industries, focusing on technology and business
- ✓ Leverage SEO tools like SEMrush to optimize content for search engine visibility

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

- ✓ 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 (API specs, in progress)
- ✓ **Web & Code:** VS Code, HTML, CSS
- ✓ **Data Visualization:** Lucidchart, Google Analytics, Canva
- ✓ **SEO & Analytics:** SEMrush, Moz Pro, Ahrefs, Google Search Console
- ✓ **Project Management:** Trello, Jira, ClickUp

Certifications

- ✓ Certified Technical Writer, Technical Writer HQ
- ✓ Certified UX Writer, Technical Writer HQ