

John M. Potter

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Professional Experience

Technology Writer

Edify Content (May 2023-present), Remote Position

- Generate 5-10 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

Enter Quantum (Sept 2022-Feb 2024), Contract Remote Position

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

Writer

Lunar Digital Assets (Dec 2021-June 2023), Remote Position

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

Copy Manager

Xtrabytes Ltd (2017-2021), Remote Position

- Edited and marketed over 30 articles from freelance contributors
- Produced an extensive multimedia educational portal to explain aspects of blockchain technology
- 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, 2010
- Bachelor of Business Administration (BSBA), Central Michigan University, 1987

Technical Skills

- **SEO:** SEMrush, Moz Pro, Ahrefs, Positional, Google Analytics
- **Documentation:** Github, Markdown, Google Docs, Microsoft Word
- **Financial Analysis:** EDGAR, TradingView, and Koyfin
- **Other:** Canva, WordPress, Google Analytics

Certifications

- Certified Technical Writer, Technical Writer HQ, 2022
- Certified UX Writer, Technical Writer HQ, 2022

References available on request