John M. Potter

Grand Rapids, MI | johnpottergr@gmail.com | 616-745-2985
https://www.linkedin.com/in/technologywriter2

Professional Experience

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   June 2010
✓ Bachelor of Business Administration (BSBA), Central Michigan University   Aug 1987

Technical Skills

✓ **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

✓ Certified Technical Writer, Technical Writer HQ   Aug 2022
✓ Certified UX Writer, Technical Writer HQ   Aug 2022