

John M. Potter

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Professional Experience

Freelance Contract Writer

Apr 2025-Present

- Developing a portfolio of targeted content focused on technology and business topics
- Skilled in using SEO tools like SEMrush to improve content visibility and performance

Technical Writer

May 2023-Apr 2025

Edify Content, Full-Time Remote Position

- Produced 150+ long-form articles covering AI, business, and data engineering topics
- Improved content performance using SEMrush insights and ongoing SEO 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

Sep 2022-Feb 2024

Enter Quantum, Contract, 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

Writer

Dec 2021-Jun 2023

Lunar Digital Assets, Contract, Part-Time Remote Position

- Wrote targeted content and press releases for niche audiences within the cryptos market
- Advised paid social media influencers on messaging strategies for select blockchain campaigns
- Collaborated with the marketing team to support outreach and engagement for emerging crypto projects

Copy Manager

Apr 2017-Nov 2021

Xtrabytes Ltd, Full-Time Remote Position

- Edited and promoted 30+ contributor-written pieces to align with brand voice and audience expectations
- Harmonized internal style guidelines with broader marketing objectives to strengthen brand consistency
- Used Google Analytics to track content performance and improve visibility through SEO-driven updates

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

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, 2022

Certified UX Writer, Technical Writer HQ, 2022