

# John M. Potter

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## Summary

Talented writer focused on finance and emerging technologies, with experience turning complex concepts into actionable content. Skilled at tailoring voice and format to connect with diverse audiences, from technical teams to executives

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## Professional Experience

### Writer at Omniscient Digital

Jul 2025-Present

Contract Position

- Tailor technical and business content to align with brand voice and audience needs
- Use customized tools to help content show up more reliably in AI-generated answers
- Optimize client content using Clearscope via Airtable workflows to improve search visibility

### Technical Content Writer at Edify Content

May 2023- Apr 2025

Full-Time Remote Position

- Produced 150+ long-form articles covering AI, business, and data engineering topics
- Improved client content performance using SEMrush insights and keyword gap analysis
- Worked closely with clients to define article objectives and determine optimal format
- Maintained 100% on-time delivery across 40+ project cycles tracked in ClickUp.

### News Writer at Enter Quantum

Sep 2022- Feb 2024

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

### Content Marketer at Lunar Digital Assets

Dec 2021- Jun 2023

Part-Time Remote Position

- Wrote targeted content and press releases for niche audiences within the crypto market
- Managed a 10-member social media team, handling editorial oversight and compensation planning
- Advised paid social media influencers on messaging strategies for select blockchain campaigns
- Collaborated with the marketing team to support outreach for emerging crypto projects

### Copy Manager at Xtrabytes

Apr 2017- Nov 2021

Full-Time Remote Position

- Managed a 7-person content team focused on brand alignment and audience engagement
- Harmonized internal style guidelines with broader marketing objectives to strengthen the brand
- Used Google Analytics to track content performance and improve content visibility

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## Higher Education

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Master of Business Administration (MBA), Ferris State University  
Master of Library and Information Science (MLIS), Wayne State University  
Bachelor of Science in Business Administration (BSBA), Central Michigan University

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## Technical Skills

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**Technical SEO:** Screaming Frog, Google Search Console  
**Analytics & Reporting:** GA4, Google Tag Manager, Looker Studio  
**Workflow Management:** Trello, ClickUp, WordPress  
**Development & Deployment:** HTML, CSS, VS Code, FastAPI, Stripe, Replit, Render  
**SEO & Content Tools:** SEMRush, Ahrefs, Surfer AI, Clearscope  
**Marketing & CMS:** Hubspot, WordPress, Mailchimp, HootSuite

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## Certifications

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Certified Technical Writer, Technical Writer HQ, 2022  
Certified UX Writer, Technical Writer HQ, 2022  
Google Analytics Individual Qualification, 2019  
Google Ads Certification, 2019  
MarketMotive Advanced SEO Certification, 2019  
HubSpot Inbound Marketing Certification, 2019  
HubSpot Outbound Marketing Certification, 2019