# John M. Potter

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## Professional Experience

**Freelance Writer**                                                             Apr 2025-Present
- Writing content on tech and business topics that's tailored to specific audiences and goals
- Using tools like llm.txt to help content show up more reliably in AI-generated answers
- Helping clients promote their content on LinkedIn to extend reach and engagement

**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's content performance using SEMrush insights and keyword gap analysis
- Worked closely with clients to define article objectives and determine optimal format
- Tracked progress and updated timelines using ClickUp project management tools

**Technology 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

## Higher Education

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

## Technical Skills

**Technical SEO:** Sitebulb, Screaming Frog, Google Search Console
**Analytics & Reporting:** GA4, Google Tag Manager, Plausible, Looker Studio
**Workflow Management:** Trello, ClickUp, WordPress, n8n
**Development & Deployment:** HTML, CSS, VS Code, FastAPI, Stripe, Replit, Render
**SEO & Content Tools:** SEMRush, Ahrefs, Surfer AI, Clearscope
**Marketing & CM**S: Hubspot, WordPress, Mailchimp, HootSuite

## Certifications

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