

John M. Potter

Grand Rapids, MI | johnpottergr@gmail.com | 616-745-2985

Website: <https://johnpottergr.com>

Professional Experience

Freelance 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 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

Business 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

Librarian at Compass College of Film and Media

Oct 2014- Nov 2017

Part-Time Position

- Conducted instructional workshops on plagiarism, citation techniques, and storyline research
- Created a cinematographic website for students, tracking use through Google Tag Manager
- Provided cinematic research for faculty related to instruction and documentary work

Business Owner at Competitive Prospects

Aug 2011- Nov 2013

Full-Time Remote Position

- Created summary reports regarding online engagement and page ranking efforts
- Developed and maintained client websites using self-hosted WordPress
- Analyzed keyword phrases and composed SEO-friendly content for corporate websites.

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 Writing & Documentation: Docusaurus, Git, GitHub, Markdown, Swagger, Mintlify
Development & Deployment: VS Code, HTML, CSS, Render, Stripe, FastAPI, Amazon S3
SEO & Analytics: Google Analytics, Google Tag Manager, SEMrush, Moz Pro, Ahrefs, PostHog
Project & Workflow Management: Trello, Jira, ClickUp
Marketing & CMS: 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