

John M. Potter

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Summary

Versatile writer with deep experience producing high-impact content across AI, business, and emerging technologies. Skilled at adapting voice, format, and strategy to meet the needs of technical and executive audiences alike. Brings cutting-edge knowledge of LLM visibility and search, combining SEO best practices with insights into how modern AI systems interpret and rank content.

Professional Experience

Freelance Writer

Apr 2025-Present

- 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.

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 & 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