

# Mehmet AVCI

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## PROFILE SUMMARY

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I write for tech companies across formats: editorials, technical docs, marketing, podcasts. My work spans data storytelling, product positioning, and analytical writing on technology infrastructure and platform economics. Currently focused on fintech, crypto, prediction markets, and AI-crypto crossovers.

## TECHNICAL SKILLS

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Content Strategy, Editorial & Technical Writing, Social Media Management, SEO & Audience Growth, Newsletter & Podcast Writing, AI Tools & Workflows, Web3 & DeFi Research, On-Chain Analytics, CMS & Publishing Tools

## WORK EXPERIENCE

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### Freelance

March 2024 – Present

#### **Copywriter & Content Strategist**, Berlin

Content writing and strategy for NFT projects, crypto gaming companies, crypto consumer products, and a cybersecurity firm. Grew projects from zero to sold-out digital product launches through organic content. Currently writing a weekly prediction markets newsletter on Substack with 3K+ monthly views.

### Merkezsiz

August 2023 – March 2024

#### **Editor**, Berlin & Istanbul

Wrote weekly newsletter for 1K+ subscribers and educational content for web3 media organization. Organized international blockchain summits with 500+ participants. Managed ad campaigns leading to sold-out event tickets. Grew social channels through organic editorial content.

### Hardal

November 2022 – July 2023

#### **Product Marketing Associate**, Berlin & Istanbul

Created marketing content and conducted SEO optimization for analytics platform. Focused on improving user retention and conversion rates through keyword strategy and performance analysis.

## SELECTED WRITING

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- "Prediction Markets are Attention Labor Markets" – Weekly Substack ( <https://reachavci.substack.com/> )
- "What Prediction Markets Actually Measure" - Infrastructure Analysis ([avcimehmet.com](https://avcimehmet.com))
- "How Story Protocol Handles On-Chain IP" - Technical Explainer ([avcimehmet.com](https://avcimehmet.com))

## EDUCATION

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**Universität Potsdam – Potsdam, Germany**

**2025**

MA Anglophone Modernities in Literature and Culture

Final Thesis: "Memecoin Game: The Commodification of Attention and Online Communities"

GPA: 1.3

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**Bogazici University – Istanbul, Turkey**

**2022**

BA Philosophy

Minor Video Studies

## LANGUAGES

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English (Fluent), Turkish (Native), French (Intermediate), German (Beginner)

LinkedIn: <https://www.linkedin.com/in/mehmet-avci01/>

Substack: <https://reachavci.substack.com/>

Medium: <https://medium.com/@reach.avci>

Are.na: <https://www.are.na/mehmet-avci-ejmaiggivro/channels>