

# Mehmet Avci

## MARKETING SPECIALIST

Motivated and experienced marketer, confident in presenting products to target audiences with clarity and in an engaging way. My strategy combines both data-driven analysis and creative content approaches. I have a background in tech products, NGOs, and academia.



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Berlin, Germany

## SKILLS

- Content Strategy, Copywriting, Trend Analysis & Reporting
- Google & LinkedIn Ads, Analytics, A/B Testing
- ChatGPT, Jasper AI, HubSpot AI, Figma

## EDUCATION

### UNIVERSITÄT POTSDAM

**MASTER** 2022 - 2025

English and American Studies GPA: 1.3  
Thesis on Fintech and Social Media

## LANGUAGE

English (Fluent)  
Turkish (Native)

## INTERESTS

FinTech, Cultural Products, New Media

## EXPERIENCE

### CONTENT STRATEGIST

afel.xyz

2024-2025

- Grew a professional X account from 0 to 15k followers through organic engagement, leading to a sell-out of digital products.
- Directed the company's content strategy, ensuring brand consistency across social media, landing pages, and digital channels.
- Managed 10+ influencers, creating content that amplified brand reach.
- Collaborated with 3 artists to build and sustain a cohesive brand identity in content creation.

### CONTENT MARKETING SPECIALIST

Merkezsiz (NGO)  
2023

- Writing editorial content, email campaigns, and newsletters to achieve company goals, tracking metrics for improvement
- Increased organic search traffic through keyword research and on-page SEO.
- Ran LinkedIn Ads for a tech summit, gaining 3,000+ new followers and increasing engagement by 30%.

### INTERN - SOCIAL MEDIA MARKETING

usehardal.com

2022

- Supported campaign performance through SEO, keyword optimization, and content creation.
- Tracked and analyzed campaign performance to provide insights for improving reach and conversions.