

# 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

2024-2025

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

Write content for crypto, fintech, and technology companies across formats including analytical articles, marketing materials, technical documentation, and product positioning. Work ranges from long-form infrastructure analysis to conversion-focused copy and UX writing.

### Merkezsiz

2023

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

Wrote newsletters, educational content, and marketing materials for web3 media organization. Managed social media and developed SEO strategy to increase organic reach.

### Hardal

2022

#### **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.

## 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>