Mehmet AVCI

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PROFILE SUMMARY

Writer and editor with 4 years in crypto and fintech. Editorial strategy, technical explainers, newsletters, marketing content. Experience across web3 media, analytics platforms, and consumer products. Currently focused on prediction markets, DeFi, fintech, and AI-crypto crossovers.

TECHNICAL SKILLS

Content Strategy, Editorial Management, Technical Writing, Newsletter Writing, AI-Powered SEO, Web3 & DeFi Research, Dune Analytics, Social Media Strategy, Google Analytics, HubSpot, Figma, Notion, CMS Tools

WORK EXPERIENCE

Freelance   **March 2024 – Present**
Content Writer & Editor, Berlin
Content writing and strategy for NFT projects, crypto gaming companies, crypto consumer products, and a cybersecurity firm. Managed content across 10+ KOLs and 3+ artists, providing editorial direction and brand guidance. 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 & Content Lead, Berlin & Istanbul
Edited contributors, wrote weekly newsletter for 1K+ subscribers, and created 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

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

EDUCATION

Universität Potsdam – Potsdam, Germany   **2025**

MA Anglophone Modernities in Literature and Culture

Final Thesis: "Memecoin Game: The Commodification of Attention and Online Communities" Grade: 1.0

Bogazici University – Istanbul, Turkey   **2022**

BA Philosophy

Minor Video Studies

LANGUAGES

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-ejmaiqgjvro/channels