

Mehmet AVCI

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PROFILE SUMMARY

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

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

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

- "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"

GPA: 1.2

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-ejmaiggjviro/channels>