

# Mehmet AVCI

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## PROFILE SUMMARY

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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

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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

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### Freelance

March 2024 – Present

#### **Content Writer & Editor, Berlin**

Content writing and strategy for NFT projects, crypto gaming, and consumer products. Managed content across 10+ KOLs, providing editorial direction and brand guidance. Weekly prediction markets newsletter on Substack with 3K+ monthly views covering DeFi and digital finance infrastructure.

### Merkezsiz

August 2023 – March 2024

#### **Editor & Content Lead, Berlin & Istanbul**

Edited contributors and wrote weekly newsletter for 1K+ subscribers covering crypto and emerging technology. Provided editorial direction and brand guidance. Organized international blockchain summits with 500+ participants.

### Hardal

November 2022 – July 2023

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

Created marketing content, landing pages, and conducted SEO optimization for analytics platform. Developed content briefs aligning product, design, and marketing teams. Focused on improving user retention and conversion rates through keyword strategy.

## 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](http://avcimehmet.com))
- "How Story Protocol Handles On-Chain IP" - Technical Explainer ([avcimehmet.com](http://avcimehmet.com))

## EDUCATION

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**Universität Potsdam – Potsdam, Germany**  
MA Anglophone Modernities in Literature and Culture

**2025**

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

**Bogazici University – Istanbul, Turkey**  
BA Philosophy  
Minor Video Studies

**2022**

## 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-ejmaiqgjviro/channels>