

ERSİN AVŞAR
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Medium:

<https://medium.com/@ersinavsar175/why-instant-influencer-commerce-is-the-next-evolution-of-influencer-marketing-57aa6a73defe>

PROFESSIONAL SUMMARY

Entrepreneurial backend-focused developer and digital growth strategist with hands-on experience building scalable digital platforms and performance-driven marketing systems. Founder of a high-growth influencer marketplace concept (tanitimci.com) and author of forward-thinking insights on the evolution of influencer commerce.

Combines technical execution, product vision, and monetization strategy to build platforms that generate real-world impact and revenue.

CORE SKILLS

- Backend Development (Django / PHP / MySQL)
 - System Architecture & Scalable Platforms
 - SEO & High-Intent Traffic Acquisition
 - Google Ads & Meta Ads (Performance Marketing)
 - Marketplace & Platform Design
 - Monetization Strategy (Adsense, B2B Models)
 - Data-driven Product Thinking
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PROJECTS & EXPERIENCE

Founder & Product Architect — tanitimci.com

Influencer Commerce Platform

- Built a scalable influencer marketplace concept connecting brands with influencers through an instant demand-driven system
- Designed a real-time listing and ranking logic based on user interaction and demand
- Developed a monetization-first architecture combining platform fees, visibility boosting, and lead generation
- Positioned platform toward becoming a high-volume digital service marketplace

Impact:

- Created a model capable of scaling to hundreds of thousands of users

- Structured for high conversion and repeat usage
 - Attracted strong conceptual interest and valuation discussions
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Digital Marketing Specialist (Freelance / Independent)

- Managed and optimized campaigns on Google Ads & Meta Ads
 - Built conversion-focused funnels for digital products and services
 - Focused on high ROI targeting and cost optimization
 - Experienced in high CPC niches (finance, services, lead generation)
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Platform Development & Web Projects

- Designed and developed custom web systems from scratch
 - Built database-driven platforms with dynamic content structures
 - Focused on:
 - Performance
 - SEO-friendly architecture
 - Scalable backend logic
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THOUGHT LEADERSHIP

Author — Medium

“Why Instant Influencer Commerce is the Next Evolution of Influencer Marketing”

<https://medium.com/@ersinavsar175/why-instant-influencer-commerce-is-the-next-evolution-of-influencer-marketing-57aa6a73defe>

- Introduced the concept of instant influencer marketplaces
 - Analyzed inefficiencies in traditional influencer marketing
 - Proposed a real-time, demand-based matching system
 - Positioned influencer commerce as a next-generation digital economy model
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EDUCATION

Istanbul Esenyurt University

Associate Degree in Computer Programming

Currently on hold while focusing on building scalable digital platforms and real-world projects

KEY STRENGTHS

- Ability to identify scalable business models early
 - Strong understanding of user intent and monetization
 - Combines technical development with business thinking
 - Builds systems not just for use, but for profit and growth
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VISION

To build globally scalable digital platforms that redefine how people connect, transact, and generate value online — especially in emerging marketplace and creator economy sectors.

LANGUAGES

- Turkish (Native)
- English (Professional Working Proficiency)