


Hasan Deniz

 [+44 7481 943678](tel:+447481943678)
 hasandeniz@hotmail.com
 [linkedin.com/in/hasandeniz](https://www.linkedin.com/in/hasandeniz)

SEO Consultant

I am a seasoned SEO professional with extensive hands-on experience in enhancing the organic performance of organizations through deep understanding of digital & AI tools, trends, and business requirements. As a skilled strategist and detail-oriented team player, I excel in deploying data-driven decisions to meet and exceed KPIs and goals in diverse environments, including B2B, Finance, SaaS and tech industries. My proficiency in communication enables me to articulate complex ideas, data insights, and performance outcomes effectively to senior leadership. With my strong problem-solving and decision-making skills, while utilising various tools such as Artificial Intelligence (AI), LLM agents and automations, I am confident in my ability to deliver results that exceed expectations...

Specialties

Technical SEO, Problem-solving, Artificial Intelligence (AI) and Agents, Automation, SEO audit, Content Strategy, Keyword Research, Search Intent, User Journey, Copywriting, Content Optimisation, Link Building, User Experience, HTML & CSS & JavaScript & CMS systems, Various SEO and analytic Tools, Research and Development (R&D), Cross-functional team building, Training & Tutoring

Languages: English and Turkish both proficient

Professional Experience

Short term Contracts & Freelance

April 2019 – Present

SEO Consultant

- Worked on projects at global agencies such as iCrossing, Kaizen, Merkle, Wunderman, Performics, Kin+Carta, SYZYGY, and others at varying lengths for clients such as Aviva, Unilever, Shell, Saga, Apple, PMI, BA, NIHR and more...
- Developed and executed global SEO strategies for complex B2B offerings, driving organic growth across targeted markets, languages, and cultures.
- Assessed SEO potential through analysis of content, keywords, audits, traffic data and CRO, leading to actionable insights and growth recommendations for SaaS businesses.
- Built impactful editorial content strategies from scratch together with content teams & delivered at scale across multiple markets and languages including financial services both for B2C and B2B (clients such as NatWest, L&G, Amex, PayPal etc.) and other industrial clients such as Halfords, National, Gates etc.
- Developing advanced SEO tools, shortening, and fine-tuning processes using AI and Python, enhancing strategic insights and operational efficiencies for client campaigns using automations and AI.

MindShare

September 2021 – December 2022

SEO Consultant (Contract)

- Supported SEO teams by providing innovative global SEO strategies and roadmaps. Provided methodology and On-Page deliverables, implemented best practices, and offered guidance for effective visibility for clients such as L&G, Saga, Apple, Unilever, TSB, and others.
- Enhanced content strategy and traffic growth through optimisation techniques, including keyword targeting and user journey mapping, while collaborating with different teams and offices nationwide or globally across marketing, tech, and creative channels. Conducted keyword research, search intent modelling, and content competitor analyses to optimize existing content and uncover new opportunities.
- Improved SEO processes including audits, content briefs, and reporting for greater efficiency & prioritisation including Looker Studio and other platforms.

Manning Gottlieb OMD
SEO Consultant (Contract)

November 2019 – November 2020

- Collaborated with SEO specialists to deliver strategic and successful SEO campaigns, driving enhanced organic traffic and client satisfaction through expertly crafted content and technical strategies for clients such as Aviva, FCA, Spec Savers, Virgin, and more.
- Established and nurtured relationships with clients, providing regular updates, performance reports, and strategic recommendations to align with their business goals.
- Implemented On-page SEO strategies for clients with technical improvement / On-page deliverables, consistently securing high search engine rankings and driving increased organic traffic.
- Conducted regular SEO audits, identifying, and resolving technical issues to improve site performance.

PHD Media (Global)
SEO Consultant (Contract)

December 2017 – April 2019

- Developed advanced innovative global SEO strategies and roadmaps and executed for multiple clients such as GSK / ViiV, Unilever, and Volkswagen.
- Led & managed global strategic SEO programs & best practices implementations for effective global visibility for multiple markets together with local agencies worldwide including complex platform and CMS migrations across markets.
- Built user journey mapping/search intent models to optimise existing content and uncover new opportunities for multiple markets and led the local market implementations.
- Improved SEO audits and reporting for better prioritisation & efficiency across markets.

What House?
Head of SEO

January 2017 – January 2018

- Optimised SEO Processes & workflows and improved productivity
- Employed, trained, and provided oversight of department staff
- Collaborated with cross-functional teams including marketing & developers to lead SEO activities
- Improved keyword research process to optimise existing content and uncover new opportunities
- Lead Landing page & CTR optimization projects to increase conversion rates with targeted campaigns

KD Web
Sr SEO Manager

June 2015 – January 2017

- Created customized SEO strategies, improving organic traffic and keyword rankings.
- Performed thorough keyword research and competitor analysis for content strategies.
- Managed client relationships, providing updates, reports, and strategic guidance.

Education

Manchester College of Arts and Technologies
Business & Finance, BTEC

1989 - 1991

Administration, Statistics, People in Organizations, Information Technologies, Finance, Marketing, Organizations in its Environment, Human Resources

Voluntary

BIA (A Few Good Men)
SEO Advisor

March 2015 – Present

As "a few good men", each of us advises entrepreneurs and people with ideas; business models, productivity, monetisation, social media, growth hacking, digital marketing, SEO, user acquisition, and all other aspects of the idea... On top of this, we intend to provide coding, product modelling, MVP, and other "hands-on" help to help them achieve their goals... Each one of us is dedicated to our cause *and we expect nothing in return...*