


Hasan Deniz

SEO Consultant

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I am a highly skilled SEO Professional with 20 years of experience. A team player and mentor with in depth understanding of digital tools, trends, and digital business requirements to increase an organisation's organic performance. Detail-oriented, experienced in making data-driven decisions for reaching KPIs and goals and able to strategize and prioritize effectively to accomplish multiple tasks. I work very well in a team-based environment as well as alone and 'hands-on' to meet deadlines with decision making and problem-solving skills.

Specialties

Technical Search Engine Optimization (SEO), Organic search, Search Intent, User Journey, User Experience, Seo Audit, Problem solving, HTML and Web Development, Variety of SEO & Analytic Tools, Presentations, Research and Development (R&D), Cross-functional team building, Training & Tutoring

Languages: English and Turkish both proficient

Professional Experience

Manning Gottlieb OMD

November 2019 – Present

SEO Consultant & Specialist (Contract)

- Supporting SEO teams with advanced innovative global SEO strategies & Roadmaps for multiple clients and providing methodology, best practices implementations for effective visibility
- Building user journey mapping / search intent models to optimise existing content and uncover new content opportunities
- Troubleshooting and improving SEO audits and reporting for better prioritisation & efficiency

Freelance & Contract

April 2019 – Present

SEO Consultant & Tutor

- On-premises, short-term projects at global agencies such as Wunderman, Performics and Webcertain
- Developing & contributing to two different task specific SEO tools using ML and Python
- Tutoring, training / teaching SEO and I still have students at various levels...

PHD Media (Global)

December 2017 – April 2019

SEO Consultant & Specialist (Contract)

- Developed advanced innovative global SEO strategies & Roadmaps and executed for multiple clients such as GSK / ViiV, Unilever and Volkswagen
- Led & managed global strategic SEO programmes & 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

- Analysed, developed, executed innovative SEO strategies both on-page & off-page
- Created content marketing & social media strategies and campaigns & training
- Negotiated contracts, development of long-term plans and allocation & monitored budgets

3Soru Digital
Co-founder / Seo Lead

May 2009 – May 2015

- Analysed, developed, executed advanced SEO strategies including International SEO campaigns
- Collaborated with cross functional teams including software engineers, providing expertise in terms of Seo as well as UX and conversion performances along with Semantic entities and Local search

Client "**Osman Tourism**" (2010 - 2015)

- New brand site executed (1000+ Schema entities + responsive + UX)
- Managed creation of multiple language site and carried out international Seo campaigns including link building, social media and local keywords targeting
- Market share increased from 5% to 20% only by direct sales, resulting market leadership and revenue increase by %600

Client "**Etatil**" (2011 - 2014)

- Collaborated with software engineers, design team & content team and making recommendations based on SEO performances of A/B test results
- Revenue increased by 70%, estimated market share from 2% to 7% resulted in acquisition by ANITUR

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 man)
Seo advisor

March 2015 – Present

As "a few good man", each of us advise entrepreneurs and people with ideas; with business models, productivity, monetization, social media usage, growth hacking, digital marketing, Seo, organic traffic, 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 and every one of us is dedicated to our cause *and we expect nothing in return...*