

Hasan Deniz

SEO Consultant

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I am a highly skilled SEO Professional with many years of “hands-on” experience. A team player and mentor with a 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 strategise and prioritise effectively to accomplish multiple tasks. Proficient in communication, with a demonstrated capacity to effectively articulate ideas, data insights, and performance outcomes to senior leadership across various organizational levels. 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 SEO, SEO audit, On-Page, Content Strategy, Copywriting, Content Optimisation, Link Building, Keyword Research, Search Intent, User Journey, User Experience, Problem-solving, Web Development (HTML & CSS & JavaScript & CMS systems), Various SEO and analytic Tools, Presentations, Research and Development (R&D), Cross-functional team building, Training & Tutoring

Languages: English and Turkish both proficient

Professional Experience

Contract & Freelance

April 2019 – Present

SEO Consultant

- Worked on projects at global agencies such as iCrossing, McCann, Kaizen, Merkle, Wunderman, Performics, Kin+Carta, CDS, SYZYGY, and others at varying lengths for clients such as Aviva, Unilever, Shell, Amex, NatWest, L&G, Saga, Apple, PayPal, PMI, 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.
- Built impactful editorial content strategies from scratch and worked extensively with content teams & delivered at scale across multiple markets and languages including financial services (clients such as NatWest, L&G, PayPal, etc.) from ideation to publishing.
- Developing & contributing to various task-specific SEO tools using AI and Python.

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.

SEO Consultant (Contract)

- Worked with a team of SEO specialists and content creators, with the successful execution of SEO strategies for a portfolio of 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)

December 2017 – April 2019

SEO Consultant (Contract)

- 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?

January 2017 – January 2018

Head of SEO

- 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

June 2015 – January 2017

Sr SEO Manager

- 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

1989 - 1991

Business & Finance, BTEC

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

Voluntary

BIA (A Few Good Men)

March 2015 – Present

SEO Advisor

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*...