

Hasan Deniz

SEO Consultant

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I am a skilled SEO Professional with 20 years of experience. A team player and leader 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, Analytics, Problem solving, HTML and Web Development, Personal development, Cross-functional team building, Presentations, Research and Development (R&D), Training

Languages: English and Turkish both proficient

Professional Experience

PHD Media (Global)

December 2017 – Present

SEO Consultant & Specialist (Contract)

- Developed advanced innovative global SEO strategies & Roadmaps for multiple clients such as GSK / ViiV, Unilever, Volkswagen
- Lead & 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 optimize existing content and uncover new opportunities for multiple markets and lead 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 of 5
- Collaborated with cross functional teams including marketing & developers to lead SEO activities
- Improved keyword research process to optimize 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

Seo Manager

- 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

May 2009 – May 2015

Co-founder / Seo Manager

- 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
- Performed keyword research to optimize existing content and uncover new opportunities

Client “Osman Tourism” (2010 - 2015)

- Optimized Trip Advisor business page resulting top rankings both for internal and organic SERPs
- 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)

- Led all company SEO enhancements with strong coordination among different teams and budget
- 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

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 man)

March 2015 – Present

Seo advisor

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...*