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## ***Hasan Deniz***

An “hands-on” Seo professional who exudes a very thorough understanding of SEO for organic traffic as well as Digital Marketing and has the knowledge to know where to locate the newest up to date SEO needs.

Works well in a team based environment as well as alone to meet deadlines with decision making and problem solving skills. Capable of achieving personal objectives with enthusiasm and willing to take advanced training to enhance skills and further increase potential opportunities.

**Languages:** English and Turkish both spoken and written

### **Professional Experience**

#### **WhatHouse? Head of SEO**

*January 2017 – Present*

- Optimising workflow processes and improving productivity
- Employing, training and providing oversight of department staff
- Analysing, developing, executing advanced innovative SEO strategies
- Collaborating with cross functional teams including marketing, developers to lead SEO activities
- Perform keyword research process to optimize existing content and uncover new opportunities
- Landing page optimization & increasing conversion rates with targeted campaigns

#### **KD Web Seo Manager**

*June 2015 – January 2017*

- Analysing, developing, executing advanced innovative SEO strategies both on-page & off-page
- Collaborating with cross functional teams including software engineers, developers, providing expertise
- Negotiation of contracts, development of long-term plans and allocation & monitoring of budgets
- Analysing & preparing comprehensive and detailed technical on-page seo audit reports
- Optimising workflow processes and improving productivity
- Perform keyword research to optimize existing content and uncovering new opportunities
- Creation, management and optimization of AdWords accounts
- Landing page optimization & increasing conversion rates with targeted campaigns
- Employing, training and providing oversight of department staff

**3 Soru Digital**  
**Co-founder / Seo Manager**

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
- Analysed & created content marketing & social media strategies and campaigns & training
- Performed keyword research to optimize existing content and uncover new opportunities

**Client “ Private ” (2014 - 2015)**

- Analysed & prepared comprehensive and detailed technical on-page seo audit reports
- Made in-depth recommendations both for developers and online marketing teams
- Clients portfolio included some of the fortune 500 companies

**Client “ Osman Tourism ” (2010 - 2015)**

- Analysed and executed online marketing strategies
- Optimized Trip Advisor business page resulting top rankings both for internal and organic SERPs
- Created micro sites & trained employees for content & social media and customer satisfaction
- New brand page executed (700+ semantic entities + responsive + UX + optimized for age 40+)
- Managed creation of multiple language site and carried out international Seo campaigns including link building, social media and 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
- Technical & competitive analysis on all related fields including Google Adwords & Social advertising
- Trained & consulted social media accounts executives for engagement & brand management
- Landing pages & micro sites were deployed to gain control of the related seasonal keyword rankings
- By modifying email campaign templates, CTR was increased by over 15%
- In first year, organic traffic up by 50%, resulting 60% more sales, reducing the costs of adwords and increased brand awareness
- Consulted during WIPO defence case resulting in the conclusion “Reversed Domain Name Hijacking”
- Revenue increased by 70%, estimated market share from 2% to 7% resulted in acquisition by ANITUR

**Diana Shipping Inc**  
**IT Manager**

Oct 2004 - May 2009

- Built new company website from scratch, provided a vast knowledge of key aspects in the coding and maintenance of the internet activities, including online sales and dynamic marketing campaigns
- Executed & managed micro sites with SEO keyword analysis to create more organic traffic
- Monitored and evaluated web analytics and reports in order to develop and execute SEO strategies
- Rebuilt and upgraded computers, network setups, diagnosed and repaired problems
- By researching and keeping a good working relationship with dealers and suppliers, made sure that all the advancements in software and hardware were at my disposal

**Onura Hotels**  
**IT Manager**

*Feb 2002 - Oct 2004*

- Administered the servers, networks and all electronic hardware
- Created and updated websites with new content

**Core Competencies**

Technical Search Engine Optimization (SEO), Organic search, Seo Audit, Analytics, Social Media, HTML and Web Development, Google Adwords, PPC, Marketing Collateral, Leadership, Personal development, Cross-functional team building, Problem solving, Customer Relationship Management System (CRM), Presentations, Research and Development (R&D)

**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

**Kaya Aldogan High School**  
High School

*1987 - 1989*

**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 aquisition 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...

**Interests and Hobbies**

Motorcycles, I am a casual rider and I enjoy sci-fi movies