

Giray Noyan Özmaden

Digital Business Development and Data Analytics

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PROFESSIONAL SUMMARY

I have a statistics background and hands-on experience in digital product development and technical operations. I combine analytical problem-solving with practical implementation across automation, web systems, and digital design, and learn new tools quickly from documentation to apply them in production. I am looking to bring the experience I have gained through independent projects into a corporate team.

EXPERIENCE

Digital Systems Lead - [Londonwise](#)

2025 - Present

A medico-legal consultancy supporting UK clients with medical negligence and cosmetic surgery claims arising from treatment in Türkiye

- Developed dynamic forms, notification systems, and automation flows to collect and process case submissions and intake information for medical negligence and cosmetic surgery claims.
- Built the SEO foundation for a newly launched site, covering technical SEO, on-page optimization, keyword research, metadata, content architecture, competitor analysis, and blog strategy.
- Implemented GEO content and page optimizations to improve visibility in AI-powered search results.

Web Design and Digital Product Development, Project-Based - Various Companies

2025 - Present

- Developed company websites as custom HTML/CSS builds rather than using a website builder, and managed deployment, domain, and performance through Cloudflare.
- Structured product categories, page architecture, and a mobile-friendly UX, creating catalogs that guide visitors to product information and contact channels.
- Defined brand colors and typography standards; produced multi-page digital/PDF product catalogs and price lists.

Statistics Intern - Flo Group

2024

- Studied cross-departmental data flow and reporting processes in retail operations, and took part in in-house training programs on how corporate workflows are structured.

Statistics Intern - VakıfBank

2023

- Observed branch-level banking operations and data processes first-hand; identified where analytical skills create value in a corporate finance environment.

Statistics Intern - Social Security Institution, Actuarial Department

2022

- Produced the statistical analysis, tables, and presentation design for a national healthcare expenditure projection for 2050, prepared for submission to the Presidency of the Republic of Türkiye.

PROJECTS

Health Tourism Platform

2025 - Ongoing

A multi-clinic booking and consultation platform connecting clinics in Türkiye with patients abroad — currently in pre-launch

- Developed a heavily customized Shopify storefront with a 30+ component design system, metaobject-based clinic and treatment pages, and a product-variant architecture supporting multi-clinic and multi-brand pricing.
- Wrote Shopify Admin API scripts to bulk-manage clinic, product, and page content, making content operations independent of the admin panel.
- Automated booking, notification, and reminder flows end-to-end with Shopify Flow and Make (Integromat).
- Held partnership discussions with 20+ clinics and developed the onboarding process, including application forms, document collection, and Google Drive automation; integrated 2 partner clinics.

LEADERSHIP AND COMMUNITY

President - Hacettepe University Statistics and Data Science Society

2021 - 2023

- Organized and coordinated 10+ talks, workshops, and webinars, reaching out directly to data and analytics professionals at Nike, ING, Microsoft, Yemeksepeti, and the Central Bank of the Republic of Türkiye (CBRT).
- Designed the two-day "DataPeak" data conference end-to-end: speaker lineup, program flow, promotion, and event visual identity.

Advertising and Promotion Committee Member - Hacettepe University Statistics Society

2020 - 2021

EDUCATION

Hacettepe University - B.Sc. in Statistics

2020 - Present | Expected Graduation: 2027

CERTIFICATIONS

Data Analysis School - Panel Data Analysis Module, Certificate of Achievement

Led by the Council of Higher Education (YÖK) and coordinated by Marmara University, with contributions from METU, ITU, and Boğaziçi University, 2025-2026

LANGUAGES

Turkish - Native

English - Advanced

Japanese - Beginner

SKILLS

Web and E-Commerce: Shopify (Liquid), Shopify Admin API, HTML/CSS, Cloudflare

Automation and Data Extraction: Make (Integromat), n8n, Apify, Shopify Flow

AI-Assisted Development: Claude Code, Codex, Antigravity

SEO and Digital Marketing: Technical SEO, GEO, Keyword Research, Content Strategy, Competitor Analysis

Programming and Statistics: Python, R, SPSS

Data Visualization: Excel, Power BI

Design: Photoshop, Illustrator