



Giray Noyan Özmaden

SEO & DIGITAL GROWTH

+90 535 446 63 82
ozmadengiraynoyan@gmail.com
Çankaya, Ankara, Türkiye
linkedin.com/in/giraynoyan

PROFILE

I have a statistics background and take a data-driven approach to search visibility. I analyze how search engines and AI-driven discovery systems surface content using documentation, testing, and search data, then translate those findings into technical SEO, content architecture, and GEO decisions. I am looking to bring the experience I have gained through independent projects into a corporate team.

EXPERIENCE

Londonwise — Digital Systems Lead

• 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 & 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.

EARLY CAREER & INTERNSHIPS

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 & 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

LANGUAGES

Turkish — Native
English — Advanced
Japanese — Beginner

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

SKILLS

SEO & Digital Marketing

Technical SEO GEO Keyword Research Content Strategy
Competitor Analysis

AI-Assisted Development

Claude Code Codex Antigravity

Web & E-Commerce

Shopify (Liquid) Shopify Admin API HTML/CSS Cloudflare

Automation & Data Extraction

Make (Integromat) n8n Apify Shopify Flow

Programming & Statistics

Python R SPSS

Data Visualization

Excel Power BI

Design

Photoshop Illustrator