

AL SEFATI

Fractional Digital Marketing Leader | Enterprise SEO, AEO & GEO | AI Strategy & Enablement

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EXECUTIVE SUMMARY

Independent consultant and fractional marketing leader with 25+ years scaling enterprise and growth-stage brands across SEO, AEO, GEO, paid media, and AI strategy. Computer Science background combined with senior-level operating experience across agencies, in-house healthcare, and SaaS. Currently advising clients in healthcare, ecommerce, B2B SaaS, education, and nonprofit on practical AI adoption, agentic workflows, generative search visibility, and full-funnel performance growth. Trusted to engage at the C-suite level and deliver hands-on execution within the same engagement. Available for fractional leadership, project-based retainers, and short-term advisory contracts.

CORE CONSULTING CAPABILITIES

Enterprise SEO, AEO & GEO: Technical SEO, generative engine optimization for AI Overviews, ChatGPT, Perplexity & Gemini, structured data, Core Web Vitals, JS rendering, local SEO at scale.

AI Strategy & Enablement: Custom GPTs, agentic workflows, MCP integrations, Claude & OpenAI implementations, executive AI training, AI readiness audits.

Paid Media & Performance: Google Ads, Performance Max, LinkedIn Ads, full-funnel attribution, ROAS optimization, account structure, audience strategy.

Marketing Intelligence & Analytics: GA4, Search Console, Looker Studio, BigQuery, GBP, GTM, attribution modeling, AI-assisted reporting automation, executive dashboards.

Fractional Marketing Leadership: GTM strategy, channel mix and budget allocation, vendor and agency management, team mentoring, cross-functional alignment with product, sales, and engineering.

Technical Foundation: Computer Science background; bridges marketing strategy with engineering execution, translating SEO requirements into developer-ready specifications.

SIGNATURE AI BUILDS

- **Clarity Command Center:** Marketing intelligence platform integrating GA4, GSC, Google Ads, and GBP with a Claude AI analysis layer, deployed for client portfolio reporting.
- **Custom GPTs & MCP Solutions:** Shipped custom GPTs and MCP-based agentic workflows for SEO operations, content production, technical auditing, and client reporting.
- **Branded Reporting Automation:** Built PptxGenJS and Node.js pipelines for fully branded executive-grade client decks, eliminating manual deck production.
- **AI PM Certification Program:** Designed an AI Product Manager certification course and training platform under ClarityDigital.ai.

SELECTED CONSULTING ENGAGEMENTS

Wilco Farm Store | Enterprise Ecommerce SEO Retainer

- Lead bi-weekly technical SEO covering SSR for PDPs, JS rendering, schema, canonical hygiene, accessibility, and crawl architecture across a multi-store footprint.

- Built keyword tracking and visibility framework, produced executive Core Update reporting, and generate Jira-ready engineering tickets.

Assisted Living Education (ALE) | SEO, Paid Search & GTM Advisory

- Diagnosed apparent revenue decline via GA4 forensics, identifying ecommerce revenue up YoY while organic declined due to Core Update and AI search cannibalization.
- Built and manage Google Ads for RCFE certification plus Performance Max for nurse and CNA recruitment.

CommonSpirit, Dignity Health & CHI | Enterprise Healthcare SEO

- Owned enterprise organic and local SEO roadmap across one of the largest U.S. nonprofit health systems, spanning hundreds of hospital and clinic locations.

Perfect White Smile (Beverly Hills) | Local SEO, AEO/GEO & CRO

- Built Santa Monica service area page with full on-page SEO, structured data, and conversion-optimized layout, plus AEO/GEO optimization for AI Overviews, ChatGPT, and Perplexity.

MeridianLink (NYSE: MLNK) | Senior Digital Marketing Leadership

- Built the company's first LinkedIn advertising program and integrated SEO and paid media roadmap with M&A and GTM initiatives during the pre-IPO growth phase.

SOLD.com | Foundational SEO & Marketing Leadership

- Foundational marketing leader for a venture-backed, SEO-first real estate marketplace. Led technical SEO, content, paid search, and post-launch optimization driving sustained user and revenue growth.

Additional Engagements

American Memory Loss Foundation | Get My Auto | Pendleton Woolen Mills | Gocious | United Way of OC | HALO Cares | Select Home Warranty (via Kontrol Media)

Monthly digital retainers, heritage D2C ecommerce SEO, B2B SaaS demand strategy, nonprofit digital strategy, automotive, clean beauty, and home services verticals.

PROFESSIONAL EXPERIENCE

Principal Consultant & Founder

Clarity Digital Agency & Clarity Digital AI | Irvine, CA (Remote) | *Nov 2021 – Present*

- Operate a two-pronged consulting practice across SEO/AEO/GEO, paid media, analytics, and AI (custom GPTs, MCP & agent solutions, executive AI training).
- Lead full-funnel organic and paid programs for a portfolio of healthcare, ecommerce, SaaS, education, nonprofit, and home services clients.
- Advise C-suite on GTM, channel mix, and AI adoption roadmaps. Speaker at Camp Miva.

Senior Digital Marketing Manager

MeridianLink (NYSE: MLNK) | Costa Mesa, CA (Hybrid) | *Nov 2019 – Feb 2021*

- Led integrated digital strategy across SEO, paid media, and LinkedIn Ads for a publicly traded fintech SaaS company, supporting acquisitions and pre-IPO GTM.
- Launched the company's first LinkedIn advertising campaign; built first integrated SEO and paid media roadmap tied to M&A activity.

SEO & Digital Marketing Manager

SOLD.com | Irvine, CA | *Mar 2018 – Mar 2019*

- Founding team member; built the SEO-friendly site architecture from scratch for a venture-backed real estate marketplace.
- Oversaw content strategy, technical SEO, SEM, and paid media from launch through post-contract handoff.

Senior SEO & SEM Manager

9thWonder Agency | Los Angeles, CA | Jan 2017 – Mar 2018

- Led enterprise SEO and paid search for national brands including Public Storage and Microsoft.
- Integrated SEO insights into paid media planning to improve total search performance and reduce channel silos.

Director of Search Marketing (SEO & SEM)

Xivic Inc. | West Hollywood, CA | Jun 2014 – Jul 2016

- Directed enterprise SEO and paid search for global brands including Disney and Meineke; promoted from Associate Search to Director.
- Built the company's first Data Studio dashboard for unified organic and paid client reporting.

EARLIER CAREER

SEO Expert & Product Manager | Matomy | Apr 2012 – Mar 2014

- Delivered comprehensive onsite audits, off-site strategies, and link building products. Built client-facing SEO dashboards for performance tracking.

Search Marketing Manager (SEO & SEM) | Cooking.com (Target Corp subsidiary) | Sep 2010 – Jan 2012

- Managed SEO and SEM for Cooking.com and co-managed Powered-by ecommerce shops for brands including Calphalon and Food Network.

Web Developer to SEO Manager | Experian | Feb 2003 – Aug 2008

- Progressed from web developer (HTML, CSS, ASP, SQL) to SEO Manager. Owned technical SEO improvements and cross-functional site performance initiatives across Experian's consumer platforms.

Cofounder & CMO | SoccerNation.com | Jun 2005 – Jun 2008

- Founded a soccer retail business with a physical storefront in Vista, CA. Drove \$500K+ in first-year sales via SEO, SEM, and email marketing. Ran concurrently with Experian role.

Web Developer & Technical SEO Specialist | autoX | Jan 2001 – Apr 2004 | Santa Ana, CA

- Built the company's first website and transitioned from technical support to a full-time developer and SEO role.

QA Automation Engineer | SSP Litronic | Jan 1999 – Jan 2000 | Irvine, CA

- Automated QA processes for web products using Rational Robots, JavaScript, and SQL. First professional role out of university.

EDUCATION & SPEAKING

M.S., Information Technology | Pepperdine University

B.S., Computer Science | CSU Bakersfield | Minor: Management Information Systems

Speaking: Camp Miva (AI search optimization & ecommerce SEO); industry webinars on generative search, AEO/GEO & AI-assisted marketing.

TECHNICAL STACK

SEO & AEO/GEO: Conductor, Semrush, Ahrefs, Screaming Frog, Schema.org/JSON-LD, Yext, GSC, Bing Webmaster, AI Overviews tracking, ChatGPT and Perplexity visibility tools

Paid Media: Google Ads, Performance Max, Microsoft Ads, LinkedIn Campaign Manager, Meta Ads, GTM, conversion tracking

Analytics & BI: GA4, Looker Studio, BigQuery, Google Tag Manager, Google Business Profile, attribution modeling

AI & Development: Claude API, OpenAI API, Custom GPTs, MCP servers, Node.js, Python, PptxGenJS, Replit, Jira