



AL SEFATI

Enterprise SEO & Digital Marketing Consultant |
AI Integration & Advocacy | Fractional CMO



PROFESSIONAL EXPERIENCE

Clarity Digital Agency

CEO & Principal Strategist | 2021 – Present

- Founded and led an award-winning agency providing enterprise SEO, digital marketing, and transformation.
- Deliver client-focused strategies in enterprise SEO, digital marketing, automation, and programmatic solutions to enable growth and brand elevation.
- Partnered as a strategist with established enterprises and funded startups to drive measurable results and scalable growth.
- Guide businesses in adopting scalable AI solutions to streamline operations and enhance marketing outcomes.

Sefati Consulting

Enterprise SEO & Digital Strategy Consultant | Fractional CMO

- Started as an enterprise SEO and SEM consultant, growing over the years into a well-rounded digital marketing and transformation consultant.
- Provide C-suite level guidance to organizations for building and executing comprehensive digital marketing strategies.
- Optimize SEO, paid media, and content marketing to drive performance and maximize ROI.
- Advocate for AI best practices, partnering with businesses to strategically integrate AI and emerging technologies into their marketing efforts.

CURRENT EXPERIENCE

CommonSpirit Health/Dignity Health

Senior SEO Strategist | (2021-2022)

- Developed and implemented advanced healthcare SEO strategies and enterprise roadmaps to enhance visibility and patient engagement for one of the largest healthcare networks in the U.S.
- Supported various centers in successfully executing these initiatives.

MeridianLink

Senior Digital Marketing Manager | (2019–2021)

- Led cross-channel B2B digital marketing initiatives to drive lead generation and revenue growth for enterprise SaaS platforms.
- Pivoted strategies during COVID-19 to ensure continued success in challenging market conditions.

gth Wonder Agency

Senior SEO & SEM Strategist | (2018–2019)

- Executed SEO and SEM strategies to improve client performance.
- Supported the business development team in client acquisition efforts.

SOLD.com

Digital Marketing Manager | (2017–2018)

- Created and implemented SEO and digital advertising roadmaps for a real estate marketplace startup.
- Guided in-house staff to execute strategies, driving growth in online presence.

CURRENT EXPERIENCE

Xivic Inc.

Associate Director of Search Marketing | (2014–2016)

- Co-led a team of 12 SEO and SEM specialists.
- Served as lead strategist for high-impact search marketing campaigns to improve ROI for enterprise clients.

Matomy

SEO Product Manager | (2012–2014)

- Designed and managed scalable SEO services, including outreach and link building.
- Acted as a product manager to align SEO processes with business objectives.

Cooking.com

Search Marketing Manager | (2010–2012)

- Managed SEO and SEM efforts for the company's main website and a network of affiliate websites.
- Enhanced search rankings and online traffic through targeted strategies.

Experian

Web Developer & Technical SEO Specialist | (2003–2008)

- Combined technical SEO expertise with front-end development to boost Experian's online presence.
- Collaborated with the SEO team to improve search rankings.

Soccer Nation

Co-Founder & CMO | (2005–2008)

- Co-founded and scaled a soccer-focused platform, managing all online and digital marketing efforts.
- Directed offline marketing strategies for a brick-and-mortar store.

AutoXplorer

Web Developer & Technical SEO Specialist | (2000–2004)

- Developed web solutions and optimized search performance for an auto retail software provider.
- Assisted in database administration, coding, and technical support.

SSP-Litronic

QA Automation Engineer | (2001–2002)

- Wrote Unix and Windows scripts to automate testing tasks.
- Conducted rigorous automated testing to ensure software quality and reliability.

EXPERTISE AND SKILLS

- Comprehensive enterprise and local SEO strategies
- Digital Marketing & Advertising
- Marketing strategy formulation & multi-channel campaign execution
- AI Integration and Advocacy
- Analytics, data visualization, and data analysis
- Basic SQL, HTML, JavaScript, Python, PHP, VBScript, C
- Digital transformation and innovation
- Marketing and Go-to-Market Strategy
- Leadership and Team Building

EDUCATION & CERTIFICATIONS

Bachelor of Science in Computer Science
California State University, Bakersfield

- Earned certifications in SEO, digital marketing, analytics, and artificial intelligence.
- Dedicated to continuous learning and growth, both professionally and technically.

LET'S ACHIEVE GROWTH TOGETHER.