

Tatyana Saffo

Long Beach, CA | (951) 544-6316 | taty.saffo@gmail.com

<https://www.linkedin.com/in/tatyana-saffo/> | www.tatyanasaffoportfolio.com

SUMMARY

Growth Marketing & SEO Leader specializing in organic growth, AI search optimization, conversion optimization, and digital marketing strategy across healthcare and B2B organizations. Proven track record of scaling organic visibility, increasing qualified traffic, and driving measurable business results through technical SEO, content strategy, analytics, and cross-functional collaboration.

SKILLS

SEO, AI Search Optimization (AEO), Technical SEO, Local SEO, Content Strategy, Conversion Rate Optimization (CRO), Google Analytics 4 (GA4), Google Search Console, Looker Studio, SEMrush, Screaming Frog, WordPress, Google Business Profile, CallRail, Performance Reporting, Client Strategy, Team Leadership, Cross-Functional Collaboration, Project Management, Stakeholder Management, Strategic Planning, Process Improvement, Marketing Analytics, ChatGPT, Claude, Perplexity.

EXPERIENCE

Director Of SEO, Nova Growth Partners | Costa Mesa, CA **March 2025 - Present**

- Lead SEO and AI search optimization strategies across 25+ client accounts, improving organic visibility, local search performance, and discoverability within emerging AI search experiences, including ChatGPT and Google AI Overviews.
- Increased organic traffic for a healthcare client by over 500% in six months, growing monthly organic traffic from approximately 350 to more than 2,200 visits through technical SEO, content strategy, and search intent optimization.
- Expanded organic keyword visibility to 1,600+ ranking keywords, including 175+ Top 3 rankings and 390+ first-page rankings, driving sustained growth in qualified organic traffic.
- Execute technical SEO initiatives, including site audits, Core Web Vitals optimization, crawlability improvements, indexing enhancements, schema implementation, and internal linking strategies.
- Analyze website performance using GA4, Google Search Console, SEMrush, and Looker Studio to identify growth opportunities and deliver data-driven recommendations that support traffic growth, lead generation, and conversion optimization.
- Oversee SEO strategy and performance across 30+ websites, maintaining site health, search visibility, and alignment with evolving search engine best practices.
- Develop scalable content frameworks utilizing entity-based SEO, search intent mapping, and answer-first content structures designed to improve visibility in AI-generated search experiences.
- Manage WordPress websites, hosting environments, and full website migrations across SiteGround and WP Engine while preserving SEO equity, site functionality, and performance.
- Build and optimize landing pages focused on user experience, conversion rate optimization, mobile responsiveness, and lead generation.
- Collaborate with designers, developers, content teams, and account managers to execute cross-functional marketing initiatives and improve overall website performance.

- Lead client strategy, reporting, and performance reviews, presenting KPI analysis, growth opportunities, and ROI-driven recommendations to stakeholders.
- Manage project workflows through Monday.com, improving team efficiency, project delivery timelines, and cross-department collaboration.
- Serve as the primary strategic point of contact for client SEO initiatives, translating business goals into data-driven growth strategies and long-term organic search plans.

SEO Specialist/Content Strategist, Maxcensus | Newport Beach, CA August 2023 - March 2025

- Developed and executed SEO-driven content strategies across 30+ client accounts, improving organic visibility, keyword rankings, and website engagement.
- Produced and optimized long-form content, landing pages, and conversion-focused website copy targeting high-intent search queries.
- Conducted technical SEO audits and implemented on-page optimizations that improved crawlability, indexing, and overall search performance.
- Leveraged Google Analytics and Search Console data to identify growth opportunities and support ongoing optimization initiatives.
- Managed WordPress publishing workflows and collaborated with cross-functional teams to ensure content accuracy, SEO alignment, and brand consistency.

Customer Experience Manager, Covid Clinic | Huntington Beach, CA June 2020 - August 2023

- Managed and coached a team of 15 employees, improving performance through structured training and workflow optimization
- Streamlined customer service operations, reducing inefficiencies and improving response times
- Analyzed Zendesk performance data to identify trends and implement process improvements
- Led weekly team meetings to align on KPIs, performance goals, and operational priorities
- Leveraged customer insights and data analysis to enhance overall user experience and service delivery

CERTIFICATIONS

AI-Powered Marketer, Semrush Academy

April 2026

- Completed Semrush AI-Powered Marketer Certification, gaining expertise in AI-driven marketing strategies, automation tools, and scalable content optimization

Social Media Marketing, Semrush Academy

May 2025

- Completed Semrush Social Media Marketing Certification, developing skills in content planning, audience targeting, analytics, and performance optimization

Keyword Research, Semrush Academy

April 2025

- Completed Semrush Keyword Research Certification, focusing on keyword analysis, search intent, and SEO strategy development

SEO, HubSpot Academy

April 2024

- Completed HubSpot SEO Certification, demonstrating expertise in on-page SEO, technical SEO, keyword research, and content optimization

Google Digital Marketing & E-Commerce, Coursera

August 2023

- Completed Google Digital Marketing & E-Commerce Certification, gaining hands-on experience in SEO, SEM, content marketing, Google Analytics, and data-driven marketing strategies

Email Marketing, HubSpot Academy

June 2023

- Completed HubSpot Email Marketing Certification, building expertise in campaign strategy, automation workflows, A/B testing, and performance analytics

SEO, HubSpot Academy

April 2023

- Completed HubSpot SEO Certification, demonstrating expertise in on-page SEO, keyword research, and search optimization strategies

Google Analytics for Beginners, Google

January 2023

- Completed Google Analytics for Beginners certification, gaining foundational knowledge in website analytics, user behavior tracking, and performance measurement

EDUCATION

San Diego State University Global Campus | San Diego, California

June 2023

- Digital Marketing Professional Certification

Santiago Canyon College | Irvine, California

- Computer Science