

SEAN JEFFREY PARTRIDGE

ENTERPRISE SEO, LOCAL SEO, AEO & AI DISCOVERABILITY EXECUTIVE

Long Island, NY

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ORGANIC GROWTH • AI DISCOVERABILITY • GENERATIVE ENGINE OPTIMIZATION • LOCAL SEO • SEO MIGRATIONS

EXECUTIVE PROFILE

Enterprise SEO and AI Discoverability executive with 20+ years of experience driving organic growth, e-commerce performance, and digital transformation for leading consumer brands. Leads Enterprise SEO, Local SEO, and AEO across a multi-brand portfolio supporting more than \$100M in annual organic revenue. Brings deep expertise in AI search, SEO migrations, technical SEO, content strategy, analytics, and cross-functional leadership.

CORE LEADERSHIP & FUNCTIONAL EXPERTISE

Enterprise SEO & Organic Growth	AI Search & Generative Discoverability	Local Search Strategy
Site Migration & Brand Consolidation	Technical SEO & Site Architecture	Content Strategy & Topical Authority
Analytics, Forecasting & Executive Reporting	Agency, Vendor & Budget Management	Team Leadership & Governance

PROFESSIONAL EXPERIENCE

1-800-FLOWERS.COM, INC.	Jericho, NY
Senior Director, AI Marketing & Discoverability	Apr 2023–Present
Lead enterprise search and AI-discoverability strategy across the 1-800-FLOWERS.COM portfolio, including 1-800-Flowers.com, Harry & David, Personalization Mall, Cheryl’s Cookies, The Popcorn Factory, Wolferman’s Bakery, and other consumer brands.	
- Direct Enterprise SEO, Local SEO, AEO, and AI Discoverability strategy across a portfolio of 15 consumer brands, supporting more than \$100M in annual organic revenue. - Established and led the enterprise AEO program across eight AI engines, defining strategy, measurement, governance, content roadmaps, and executive reporting while maintaining the brand’s #1 category position, keeping 1800flowers.com the category’s most-cited domain, and increasing AI share of voice by 2.4 percentage points to 32.6%. - Own SEO migration strategy and governance for platform transformations, domain consolidations, and large-scale website migrations, including redirect architecture, crawl management, indexation monitoring, and post-launch performance recovery. - Lead enterprise search workstreams for major brand consolidations, including Simply Chocolate and The Popcorn Factory into Harry & David and Florists.com into 1-800-Flowers.com. - Partner with executive leadership, product, engineering, analytics, merchandising, marketing, and brand teams to integrate SEO, Local SEO, and AEO requirements into digital roadmaps and growth initiatives. - Established the Local SEO framework for localized landing pages, regional visibility analysis, and integration of local search opportunities into enterprise SEO, AI discoverability, and growth planning. - Develop executive dashboards, forecasting models, and performance frameworks that translate search, analytics, and business intelligence data into actionable recommendations and investment decisions.	

NESTLÉ HEALTH SCIENCE — PURITAN’S PRIDE

Holbrook, NY

Director, eCommerce Operations

Oct 2017–Mar 2023

Directed e-commerce operations and digital growth for Puritan’s Pride, a direct-to-consumer business generating approximately \$160M in annual online revenue. Owned SEO, paid search, affiliate marketing, display, social media, conversion optimization, customer experience, and recurring-revenue initiatives.

- Led \$70M+ in search, affiliate, display, and social media activations to maximize profitable customer acquisition.
- Owned SEO strategy generating \$10M+ in organic search revenue through technical optimization, content strategy, and Core Web Vitals improvements.
- Established a conversion-rate optimization program generating more than \$11.5M in incremental revenue through A/B testing and personalization.
- Launched an on-site subscription program generating more than \$1.6M in recurring revenue within its first year.
- Led major site architecture and performance improvements that reduced page-load friction and improved customer experience.

OVERSEAS MILITARY SALES GROUP

Woodbury, NY

Manager, Agile Development & eCommerce Projects

Nov 2016–Sep 2017

Progressed through multiple e-commerce, digital marketing, technology, and agile-delivery roles listed below during a 16-year tenure, culminating in responsibility for development roadmaps, Magento commerce operations, international SEO, and marketplace integrations.

Manager, Internet/Intranet Websites | May 2013–Nov 2016

Manager, Online Marketing | Jul 2011–May 2013

Senior Web Developer | Jul 2005–May 2011

Website Administrator | Jul 2001–Jul 2005

- Managed 15–20 IT development sprints annually, partnering cross-functionally to deliver business and platform objectives.
- Oversaw the Magento e-commerce platform, including site design, content strategy, merchandising support, and performance marketing.
- Led SEO strategy and technical optimization for international military markets.
- Managed Amazon and eBay integrations that generated approximately \$750K in first-year sales.
- Implemented agile practices that improved collaboration, prioritization, and delivery across product and development teams.

EDUCATION

STATE UNIVERSITY OF NEW YORK AT ONEONTA

Oneonta, NY

B.A., Music Industry | B.S., Business Economics, Minor in Marketing

TECHNOLOGY & PLATFORMS

SEO, AEO & Search Intelligence: BrightEdge, Oncrawl, Google Search Console, Google Trends API, Screaming Frog, Ahrefs, Semrush, Sitebulb

Data & Experimentation: Google Analytics 4, Snowflake, Tableau, Power BI, Optimizely, VWO

CMS & Commerce: Contentstack, WordPress, Magento, Shopify, BigCommerce

AI & Discoverability: Profound, AirOps, ChatGPT, Claude, Gemini, Perplexity, xFunnel, Citate

Technical, Local & Migration: Schema markup, local landing pages, location signals, log-file analysis, XML sitemaps, robots.txt, redirect strategy, crawl diagnostics, Core Web Vitals