



Mark Cetola

On a mission to unleash business profitability through automation and AI innovation

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BIO

AI Operator & Success Architect with over 7 years of experience at the intersection of customer success, technical implementation, and revenue growth. Proven ability to manage enterprise client portfolios, translating complex data into compelling, C-suite-level business narratives that demonstrate hard-dollar impact. Combines hands-on technical fluency in AI, context engineering, low-code automation with a strong track record of building strategic relationships, driving renewals, and expanding account revenue. Possesses high agency and an entrepreneurial mindset, adept at rapidly prototyping solutions and funneling client insights into product improvements.

STRENGTHS

- **AI & Automation:** AI Prompt Engineering, Low-Code Automation (ManyChat, Trello), CRM Automation, Process Optimization (NEPQ, Six Sigma)
- **Technical:** Python, SQL, Linux, G Suite, Advanced Excel
- **Relationship Management & Commercial Acumen:** C-Suite Executive Communication, Strategic Relationship Building, High-Ticket Sales (\$2.5k-\$25k), Negotiation, Renewals & Expansion
- **Data Analysis & Project Management:** Data-Driven Decision Making, ROI Analysis, Project Management (Scrum, Trello), Google Analytics, Market Research

EDUCATION

Bachelor of Science in Real Estate (BSRE)

Temple University

Certified Six Sigma™

TECHNICAL

GOOGLE ADS SEARCH CERTIFICATION

GOOGLE ANALYTICS (GA4) CERTIFICATION

AUTOMATION SOFTWARE

Apps Script, ChatGPT+, Python

CONTENT MANAGEMENT SOFTWARE

Descript, ManyChat, Canva, Capcut

PROJECT MANAGEMENT SOFTWARE

Scrum Master Certified™, Jira, Trello,

LANGUAGES

ENGLISH Native

SPANISH Beginner

CAREER HIGHLIGHTS

CLIENT SUCCESS LEAD

Grant Cardone Enterprises | July 2023 - Present

- Served as the strategic point of contact for high-net-worth clients, cultivating relationships at 72 annual events which secured over 120 new testimonials and generated \$8.2M in upsell revenue.
- Served as the primary liaison for C-suite strategic support, delivering verified success stories for the billionaire founder's social media campaigns, amplifying messaging to an audience of over 5 million followers.
- Crafted and delivered compelling data-driven narratives by orchestrating live "Win-of-the-Day" presentations to 400-person company-wide huddles, increasing testimonial usage in pitch decks by 25%.
- Engineered and deployed a metadata-driven testimonial repository, improving data retrieval efficiency by 70% and enabling the sales team to embed proof points into proposals in under 2 minutes.
- Managed the end-to-end implementation of the testimonial pipeline, from initial client outreach to directing 4K interviews and showcasing polished assets at major company events.

CREATOR / PERSONAL PROJECT

Vanderbilt Money | October 2023 - January 2025

- Demonstrated an entrepreneurial, hands-on approach by single-handedly growing an Instagram channel to 529,000+ subscribers and a TikTok channel to 200,000+ subscribers.
- Prototyped and deployed low-code automations using ManyChat, Excel, and Trello to streamline operations, directly boosting weekly follower growth by 10,000-24,000.
- Validated new campaign strategies by developing and testing high-converting landing pages to connect followers with service providers.

HIGH-TICKET CLOSER

Sales Sniper Agency | February 2018 - June 2023

- Exhibited strong commercial acumen by handling objections and closing high-value transactions between \$2,500-\$25,000, personally generating over \$480,000 in revenue in a commission-only environment.
- Developed and implemented CRM automations to gather insights and improve client communication, directly resulting in a 20% increase in appointment show rates.
- Optimized sales processes by implementing the NEPQ framework, successfully reducing the average call time from 60 to 35 minutes while maintaining closing effectiveness.

PROFESSIONAL DEVELOPMENT

Next Level Prompt Engineering with AI (Rob Lennon)

100 Days of Code: Complete Python Pro Bootcamp (Dr. Angela Yu)

Advanced Excel Functions in Office 365 & Office 2021