MARK CETOLA

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Customer Success & Onboarding professional with 8 years' experience creating exceptional member experiences across service-oriented industries. Proven ability to guide clients through complex onboarding processes while building lasting relationships that drive retention and satisfaction. Strong background in virtual engagement, process optimization, and delivering personalized service experiences that exceed expectations.

Full-Stack Member Experience Professional

Core: Virtual onboarding facilitation, customer success management, relationship building, process optimization

Adjacent: Technical troubleshooting, content creation, automation workflows, data analysis

Cross-functional: Empathy to understand member challenges; storytelling to convey value propositions; patience to guide complex onboarding journeys

PROFESSIONAL EXPERIENCE

Client Success Lead

Aventura, FL

July 2023 – Present

Grant Cardone Enterprises

- Orchestrated white-glove onboarding experiences for 190+ high-net-worth enterprise clients, maintaining 48-hour response SLA while ensuring comprehensive understanding of complex service offerings
- Designed role-based onboarding checklists capturing both personal and business requirements, ensuring personalized experiences that address individual member needs and goals
- Hosted educational "Money Map" sessions explaining AI-generated models and stress-testing assumptions with clients, translating complex technical concepts into actionable insights
- Established milestone tracking systems that unlock achievement cards as clients hit tracked thresholds, gamifying the member journey and increasing engagement
- Built predictive dashboard identifying service gaps by client segment, reducing team search time by 10 hours weekly and improving resource allocation
- Mentored three junior team members on relationship-building and communication techniques, elevating their client interaction skills within 60 days
- Analyzed client engagement data to optimize communication approaches, raising average session completion rates to 95% through refined messaging

GTM Content Enablement Manager

Remote

October 2023 – January 2025

Vanderbilt Money

- Operationalized comprehensive member engagement pipeline supporting 10K-24K weekly new followers through structured intake, personalized communication, and systematic follow-up workflows
- Engineered streamlined operations using automation tools, standardizing member onboarding processes to maintain consistency despite high-volume growth and resource constraints
- Structured collaborative partnerships as repeatable engagement campaigns, expanding credible reach into targeted communities while maintaining authentic relationship building
- Developed member communication flows and frameworks converting initial interest into qualified service inquiries, monitoring engagement performance to guide continuous improvement
- Expanded service discovery across 7 international markets, diversifying member acquisition sources and adapting onboarding approaches for regional preferences

Revenue Operations & Enablement Specialist

Remote

February 2018 – June 2023

Sales Sniper Agency

- Delivered $864K+ in client outcomes through consistent discovery-to-resolution framework, managing deal complexity ranging from $2.5K to $25K while maintaining service quality
- Standardized consultation protocols reducing average session time by 40% while sustaining client satisfaction and improving overall service efficiency
- Implemented automated client insight capture systems orchestrating multi-touch follow-ups, increasing engagement rates by 20% and improving relationship continuity
- Established comprehensive documentation discipline capturing detailed notes and next-step triggers to improve service delivery accuracy and client experience consistency
- Facilitated 4-8 virtual consultations daily using outcome-oriented communication and tailored problem-solving approaches, enabling successful single-session resolutions

CERTIFICATIONS & TRAINING

- AI+ Prompt Engineer Level 2™ - Advanced techniques for AI integration and optimization
- Google Analytics & Google Ads Search Certified - Data-driven insights and performance tracking
- Scrum Master Certified™ - Agile project management and team facilitation
- Six Sigma Certified™ - Process improvement and quality management
- Advanced Excel Functions in Office 365 - Data analysis and automation workflows
- Complete Python Pro Bootcamp - Technical problem-solving and automation capabilities

TECHNICAL SKILLS

Claude Code, Make.com Automation, Python, SQL, Google Analytics, CRM Systems, Virtual Meeting Platforms, Process Documentation Tools

EDUCATION

Bachelor of Science in Real Estate

Temple University

Languages: English (Native), Spanish (Conversational)