

# Mark Cetola

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Customer-focused solutions analyst with 8 years of experience guiding clients through software adoption and optimization. Proven ability to explain complex technical concepts clearly while building lasting relationships that drive technology adoption and business growth.

## Full-Stack Customer Solutions Professional

**Core:** SaaS client onboarding, software training, solution optimization, customer education

**Adjacent:** Data analytics, automation workflows, technical documentation, process improvement

**Cross-functional:** Storytelling to simplify complex concepts; empathy to understand client pain points; collaboration to coordinate cross-departmental solutions

## Professional Experience

### Client Success Lead | Grant Cardone Enterprises — Aventura, FL | July 2023 – Present

- Orchestrated onboarding for 190+ enterprise SaaS clients, maintaining 48-hour implementation SLA while ensuring seamless software adoption and feature utilization
- Delivered hands-on training sessions and live screen-share demonstrations to VIP clients, ensuring flawless AI categorization and day-one productivity
- Created role-based implementation checklists for individuals vs. business owners, capturing both personal and entity-level data requirements into software systems
- Hosted "Money Map" educational sessions where technical teams explain AI-generated models and stress-test assumptions with clients for optimal understanding
- Established data-freshness schedules enabling weekly AI recalculations and variance flagging for team review, improving system accuracy by 25%
- Built predictive dashboard to identify asset gaps by client segment, reducing search time for customer success managers by 10 hours per week

### GTM Content Enablement Manager | Vanderbilt Money — Remote | October 2023 – January 2025

- Operationalized content-to-conversion funnel supporting 10K–24K weekly net-new software users through structured onboarding and activation workflows
- Engineered lightweight marketing operations using ManyChat, Excel, and Trello to standardize intake processes and follow-ups for sustained user activation
- Developed landing-page flows and educational copy frameworks converting social traffic into qualified software inquiries; monitored performance via Excel trackers
- Structured influencer collaborations as repeatable campaigns with content briefs and performance metrics, expanding credible reach into targeted communities
- Expanded discovery channels across 7 countries (EU & LATAM), diversifying user acquisition sources and stabilizing growth across international markets

## **Revenue Operations & Enablement Specialist | Sales Sniper Agency — Remote | February 2018 – June 2023**

- Generated \$864K+ in revenue through consultative discovery and solution-oriented client education, with transaction sizes ranging from \$2.5K–\$25K
- Standardized consultation workflows using structured frameworks, reducing average session time 40% while maintaining conversion quality and client satisfaction
- Implemented CRM automations capturing customer insights and orchestrating multi-touch educational sequences, increasing engagement rates by 20%
- Established pipeline discipline with detailed documentation and next-step triggers, improving forecasting accuracy and client relationship management
- Invested \$9K+ in advanced training to institutionalize best practices and strengthen client education methodologies

## **Certifications & Training**

- AI+ Prompt Engineer Level 2™: Advanced AI prompting techniques, automation integration, contextual prompt design
- Google Analytics Certification: Data analysis, performance tracking, user behavior insights
- Google Ads Search Certification: Campaign optimization, audience targeting, conversion tracking
- Scrum Master Certified™: Agile project management, cross-functional team coordination
- Six Sigma Certified™: Process improvement, quality management, efficiency optimization

## **Technical Proficiencies**

- Cloud Software: SaaS platforms, CRM systems, automation tools, data integration
- Analytics Tools: Google Analytics, Excel, dashboard creation, performance tracking
- Communication Platforms: Video conferencing, screen-sharing, presentation software
- Project Management: Trello, process documentation, workflow optimization

## **Education**

### **Bachelor of Science in Real Estate (BSRE) | Temple University**

**Languages:** English (Native), Spanish (Intermediate)