Mark Cetola

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Customer experience professional with 8 years managing high-touch client relationships across CPG, finance, and SaaS environments. Proven track record building scalable CX processes, optimizing support workflows, and driving retention through proactive engagement and cross-functional collaboration.

Full-Stack Customer Experience Professional

Core: Customer onboarding, retention strategies, support platform optimization, escalation management

Adjacent: Process automation, analytics dashboards, cross-functional collaboration, subscription management

Cross-functional: Relationship building to foster client loyalty; problem-solving to transform complaints into advocacy; communication to align teams across marketing, sales, and operations

Professional Experience

Client Success Lead & Customer Experience Manager

Grant Cardone Enterprises — Aventura, FL

July 2023 – Present

- Orchestrated white-glove onboarding for 190+ enterprise clients, maintaining 48-hour response SLA and building comprehensive tracking systems for retention metrics

- Developed role-based onboarding checklists capturing both personal and business data, ensuring seamless client categorization and experience personalization from day one

- Implemented Category Disputes workflow enabling clients to provide feedback and improve service delivery, resulting in 32% lift in engagement and 18% conversion rate increase

- Hosted Money Map sessions explaining service features and stress-testing client assumptions, building trust and reducing churn through proactive education

- Configured Milestone Cards tracking system that unlocked client achievements, gamifying experience and improving subscription health metrics

- Built predictive analytics dashboard flagging service gaps by customer segment, saving team 10 hours/week in asset search and improving response efficiency

- Automated testimonial collection process generating 750+ client success stories, supporting $8.2M in upsell campaigns and providing proof points for marketing teams

- Activated 200+ attendees at quarterly events through curated client panels, generating real-time upsell inquiries and expanding customer advocacy

- Managed global communications cadence pushing fresh win-stories to 5M social followers, maintaining brand consistency and customer engagement during peak launches

- Mentored three junior team members on customer storytelling techniques, elevating their readiness for client-facing roles within 60 days

Customer Experience & Content Manager

Vanderbilt Money — Remote

October 2023 – January 2025

- Operationalized content-to-conversion funnel supporting 10K-24K weekly net-new followers, standardizing intake processes and follow-up workflows for sustained customer activation
- Engineered lightweight customer experience stack using ManyChat, Excel, and Trello, streamlining customer support operations and maintaining service quality at scale
- Built process discipline maintaining 21-hour weekly publishing schedule for 15 months, ensuring consistent customer touchpoints and brand engagement
- Structured influencer collaboration campaigns as repeatable workflows with performance tracking, expanding reach into targeted customer micro-communities
- Developed landing-page conversion flows translating social traffic into qualified customer inquiries, monitoring cohort performance via analytics to guide optimization
- Expanded customer discovery channels across 7 countries in EU and LATAM markets, diversifying acquisition sources and stabilizing growth across regions

Revenue Operations & Customer Success Specialist

Sales Sniper Agency — Remote

February 2018 – June 2023

- Drove $864K+ in revenue through systematic customer discovery and objection-resolution framework, managing high-value client relationships in commission-only environment
- Standardized customer consultation flow using NEPQ methodology, reducing average session time 60-35 minutes while maintaining conversion quality and customer satisfaction
- Implemented CRM automations capturing customer insights and orchestrating multi-touch follow-ups, increasing show rates by 20% and improving pipeline efficiency
- Established customer pipeline discipline with detailed call notes and next-step triggers, improving forecasting accuracy and customer lifecycle management
- Conducted 4-8 customer consultations daily with outcome-oriented approach, enabling repeatable one-call conversion process and exceptional customer experience
- Invested $9K+ in advanced customer success training to institutionalize best practices and strengthen service delivery capabilities

Certifications & Training

AI Prompt Engineering Level 2 Certified - Advanced prompt optimization, automated systems integration, project-based AI applications

Google Analytics & Google Ads Search Certified - Customer behavior tracking, conversion optimization, digital performance measurement

Scrum Master Certified - Agile process management, cross-functional team coordination, workflow optimization

Six Sigma Certified - Process improvement, quality management, operational efficiency

Technical Skills

Customer Success Platforms: CRM systems, automation tools, analytics dashboards, workflow management

Support & Communication: Email marketing, social media management, customer feedback systems

Analytics & Reporting: Data analysis, performance tracking, customer behavior insights

Automation: Make.com, Python scripting, process optimization, system integration

Education

Bachelor of Science in Real Estate

Temple University