



# MARK CETOLA

Gamechanging Success Architect: Fusing digital creativity with AI automation to unleash profitability

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## BIO

Content Marketing & Sales professional with 8 years' experience in SMB to enterprise companies and a strong understanding of marketing funnels, what-if analyses, and automation tools. Outside of work, highlights include: - Instagram & TikTok Growth: Grew an Instagram channel to 529,000+ subscribers and a TikTok channel to 200,000+ subscribers while managing a full-time job.

- Self-Taught Skills: Developed and applied Claude Code via command line interface. Learned video editing, SEO, and social media engagement strategies from scratch.

## STRENGTHS

### PUZZLES, NOT PROBLEMS:

Solving business issues creatively and strategically.

### LOW BUDGET / HIGH IMPACT:

Finding ways to improve processes and enhance efficiency.

## EDUCATION

Temple University

## LANGUAGES

ENGLISH	Native
SPANISH	Beginner/Intermediate

## TECHNICAL

### PRIMARY SKILLS

Claude Code Fluency, Make.com Automation, Python, SQL

### ADDITIONAL SKILLS

Linux, Google Analytics Certification, Google Ads Search Certification, Scrum Master Certified™, Six Sigma Certified™

## CAREER HIGHLIGHTS

### Client Success Lead

Grant Cardone Enterprises — Aventura, FL |

- Launched product-specific testimonial reels that helped debut two new SaaS modules, accelerating first-month upsell ARR by \$390 K.
- Spearheaded inclusion of blind-spot industries in our testimonial roster, expanding TAM and adding \$1.2 M in new SaaS pipeline.
- Activated 200+ attendees at each 10X event by curating HNW client panels that generated real-time SaaS upsell inquiries.
- \*\*Lifecycle-Based Content:\*\*** Deployed AI-based content personalization in marketing outreach (adjusting messaging to each customer's lifecycle stage), resulting in a **\*\*32%\*\*** lift in audience engagement and an **\*\*18%\*\*** increase in conversion rate for a finance industry campaign.

### GTM Content Enablement Manager

Vanderbilt Money — Remote |

- Engineered lightweight marketing ops with ManyChat + Excel + Trello, standardizing intake, tagging, and follow-ups to support 10K–24K weekly net-new followers and sustained activation.
- Operationalized a content→capture→handoff funnel: daily 3–4-video pipeline feeding high-conversion landing pages, translating audience demand into partner-ready leads
- Built cadence discipline (21 hrs/week for 15 months) and governance checklists to keep publishing, QA, and partner handoffs on schedule despite bandwidth constraints.
- Structured influencer collaborations (expat/international tax niche) as repeatable campaigns—briefs, content sequencing, and post metrics—expanding credible reach into targeted micro-communities.

### Revenue Operations & Enablement Specialist (High-Ticket)

Sales Sniper Agency — Remote |

- Invested \$9K+ in advanced sales training to institutionalize best practices and strengthen the enablement stack.
- Implemented CRM automations to capture customer insights and orchestrate multi-touch follow-ups, increasing show rates by 20% and improving pipeline throughput.
- Standardized call flow using NEPQ, reducing average cycle time 60→35 minutes (~40%) while sustaining conversion quality.
- Drove \$864K+ in high-ticket revenue (deal sizes \$2.5K–\$25K) by executing a consistent discovery→objection-resolution→close framework.

## PROFESSIONAL DEVELOPMENT

Rob Lennon – Next-Level Prompt Engineering with AI

Leila Gharani - Advanced Excel Functions in Office 365 & Office 2021

Jon Loomer - GTM/Meta Pixel Custom Event Mastery

Certified Six Sigma™