



# MARK CETOLA

Healthcare Customer Success Strategist: Driving SaaS adoption, engagement, and strategic account growth through workflow optimization and relationship management

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## BIO

Customer Success professional with 8+ years guiding enterprise clients through software adoption and strategic account management. Deep expertise in healthcare technology workflows, project management, and service delivery with proven ability to manage multiple priorities in fast-paced environments.

Combines strong relationship-building skills with problem-solving initiative to drive customer retention, satisfaction, and expansion across diverse SaaS portfolios.

## STRENGTHS

### STRATEGIC PROBLEM-SOLVING:

Identifying workflow inefficiencies and implementing systematic solutions that improve customer experience, drive adoption, and enhance team productivity through process optimization.

### TRUSTED ADVISOR RELATIONSHIPS:

Building and maintaining strong stakeholder relationships with strategic accounts through deep platform expertise, proactive service delivery, and collaborative approach to customer success.

## TOOLS

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Claude Code Fluency, Make.com Automation, Python, SQL, Linux, Google Analytics Certification, Google Ads Search Certification, Scrum Master Certified™, Six Sigma Certified™

## LANGUAGES

ENGLISH	Native
SPANISH	Intermediate

## CAREER HIGHLIGHTS

### Client Success Lead

Grant Cardone Enterprises — Aventura, FL | July 2023 – Present

- Built predictive analytics dashboard tracking customer usage and engagement patterns, enabling proactive identification of upsell opportunities worth \$1.2M in pipeline expansion
- Orchestrated onboarding and success plans for 190+ enterprise SaaS clients, reducing time-to-value 40% through systematic workflows and role-based implementation checklists
- Developed automated customer success workflows using Make.com and Python, eliminating 15 hours of manual tasks weekly while improving service delivery quality and efficiency
- Mentored 3 junior CSMs on platform expertise and best practices, elevating team capabilities and ensuring consistent customer experience across strategic accounts

### GTM Content Enablement Manager

Vanderbilt Money — Remote | October 2023 – January 2025

- Engineered workflow automation using Excel trackers and project management tools, accelerating customer handoff processes by 30% through improved collaboration and communication
- Managed complex service delivery projects supporting 10K-24K weekly customer touchpoints, standardizing processes across multiple channels and collaborative environments
- Facilitated cross-functional problem-solving between internal teams and external partners, optimizing service delivery and identifying process improvement opportunities

### Revenue Operations & Enablement Specialist

Sales Sniper Agency — Remote | February 2018 – June 2023

- Implemented CRM automation for customer insights and multi-touch follow-ups, increasing customer engagement by 20% and improving retention through proactive relationship management
- Drove \$864K+ in revenue while managing multiple customer relationships simultaneously, maintaining strong stakeholder relationships and achieving 40% cycle time reduction
- Established project management frameworks and pipeline discipline, improving forecasting accuracy and service delivery consistency in commission-based environment

## 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