



Mark Cetola

On a mission to unleash business profitability through automation and AI innovation

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BIO

Finance & Sales professional with 8 years' experience in small to enterprise companies and a strong understanding of marketing funnels, what-if analyses and automation tools.

Outside of work, my highlights include successfully growing a Instagram Channel to 529,000+ subscribers and TikTok Channel to 200,000+ subscribers on top of a busy day job, learning a suite of creative and digital marketing skills from scratch (video editing, SEO, SM engagement strategies)

STRENGTHS

► PUZZLES, NOT PROBLEMS

Problem-solving has been an integral aspect of my career to date, whether it be understanding a particular legal issue, collaborating with stakeholders to adapt the wording on marketing material, or developing innovative ways to generate an ideal outcome for a prospective client. I constantly focus on ways to improve processes and get things done more efficiently to go further, faster.

► CONNECTING THE DOTS

I am skilled at understanding complex ideas and filtering key points from large amounts of information, understanding my audience, and individualising my messaging to ensure it is delivered clearly and concisely. I am equally comfortable writing a summary of the facts and giving pragmatic and commercial advice, voicing my opinion to influence stakeholders in cross discipline project teams, and speaking in front of large or small groups of people.

EDUCATION

Bachelor of Science in Real Estate (BSRE)

Temple University

Certified Six Sigma™

TECHNICAL

AI+ PROMPT ENGINEER LEVEL 2™

AUTOMATION SOFTWARE

n8n, Make.com, Claude Code, Gemini CLI, Python

CONTENT MANAGEMENT

Descript, ManyChat, Canva, Capcut

PROJECT MANAGEMENT

Certified Six Sigma™ Jira, Trello

LANGUAGES

ENGLISH Native

SPANISH Beginner

CAREER HIGHLIGHTS

CLIENT SUCCESS MANAGER / NEGOTIATOR

Resolve Capital Consolidation | July 2023 - Present

- **Working under pressure:** Strategically managed onboarding and negotiation for 100+ debt resolution clients, reducing monthly drop-off rate by 30%
- **Frugal innovation:** Proactively designed an easy-to-use settlement plan template using Google Apps Script, resulting in a +90% decrease in time required and improving acceptance rates by lenders
- **Risk Assessment:** Conduct thorough needs assessments to evaluate clients' financial situations, cash flow, and repayment capabilities to determine the feasibility of MCA settlement options.
- **Negotiation & Cross-Functional Collaboration:** Collaborate with internal and external teams, including collection, and legal departments, to engage in price negotiations, address objections, and close deals that are mutually beneficial for the client while maintaining +50% margins for the company
- **Stakeholder Management:** Created 80 weekly status reports each month to ensure ownership consistently received timely and complete information

CREATOR / PERSONAL PROJECT

Vanderbilt Money | October 2023 - January 2025

- **Video Storytelling:** Successfully grew my own Instagram Channel with 529,000+ subscribers and TikTok Channel with 200,000+ subscribers
- **Self-Management:** Time-blocked a 21 hours a week delivering 3-4 new videos for 15 months on top of a busy day job.
- **Streamlined Operations:** Diligently created automations, rules and repeatable processes using ManyChat, Excel and Trello, increasing follower count by 10,000-24,000 every single week

HIGH-TICKET CLOSER

Sales Sniper Agency | February 2018 - June 2023

- **Emotionally Intelligent:** Conducted 4-8 daily persuasive phone & zoom meetings to share product/service purpose-led presentations that translate into one-call sales
- **Trust Building:** Handled prospect objections and processed \$2,500-\$25,000 transactions, resulting in over \$480,000 cash collected
- **Learning Machine:** Invested over \$9,000 in training for self-improvement and thrived in a commission only environment during the global virus lockdown

PROFESSIONAL DEVELOPMENT

Jon Loomer - GTM/Meta Pixel Custom Event Mastery

Rob Lennon - Next-Level Prompt Engineering with AI

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