

# MARK ALAMEEL

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Versatile professional with nearly three decades of timeless marketing experience in multiple industries, including healthcare, technology, entertainment, wholesaling, etc. Robust skills in advertising, branding, and extensive content creation abilities. Manages concurrent projects with some deadlines a year out. Nurtures collaborative and innovative environments to increase quality while lowering budgets. Results Driven.

## **Marketing Director**

### **The Decor Group**

2022-2023

*Holiday Decor Franchiser (~300 Territories)*

- » Collaborated with stakeholders to define marketing strategies, branding, and advertising direction
- » Developed a universal media library and brand guidelines implemented across all communication
- » Improved email campaign objectives, creative workflow, customer target groups
- » Utilizing NetSuite to improve email campaign analytics, update vendor product details to e-store, align marketing language, and help create new inventory reporting deliverables
- » Collaborated with the Sales Department to increase revenue by creating a robust annual marketing calendar aligned with business objectives; created new sales collateral (catalogs, brochures, flyers)
- » Created collateral across multiple channels, including email, social media, and direct mail.
- » Created company marketing for franchise recruitment, trade shows, conference, etc.
- » Developed targeted messaging from franchisees to municipalities to end customers
- » Maintained all websites and developed an online “company news” portal for franchisees
- » Advocated for legal considerations in all marketing (releases, licenses, disclaimers, etc.)

## **Marketing Director**

### **MALAMEEL**

2012-Present

*Advertising Agency & Studio (owner)*

- » Collaborated with clients to define strategies and effectively execute an advertising plan
- » Created branding and built an online presence for various clients.
- » Led cost-effective teams for various projects (photos, video, web, print, AI)
- » Implemented AI art to supplement client media libraries.
- » Created websites utilizing WordPress, Wix, custom code, etc. and implemented SEO, SEM, etc.
- » Built Dallas Media Park, a high-end, 12k sqft media production studio (Co-Share Concept)

## **Principle Partner**

### **OtherTECH**

2016-2019

*Technology Startup*

- » Created a technology startup that successfully produced an optically correct, 3D video, true “360x180” spherical camera
- » Found and nurtured investor relationships
- » Created a path from initial concept to working prototype as well as created the company marketing, researched investors, and all operation management

## **Marketing Director**

### **LATIMUNDO**

2001-2012

*Advertising Agency*

- » Collaborated with stakeholders to define strategies, sign long-term contracts, produce high-end productions and campaigns across various channels (print, TV/video, radio, photo, web, etc.)
- » Coordinated with clients, vendors, and staff in multiple time zones
- » Produced media for **Toyota Music Factory**, a city destination project (originally “Las Colinas Live!”)
- » Created **RenderTITAN**, a SaaS remote rendering business (used by major media studios and tech companies worldwide) enabling clients to batch process most 3D files, 24/7 without assistance
- » Secured relationship with **Jefferson Dental Clinics** as their exclusive marketing vendor

## **Marketing Director**

**Jefferson Dental Clinics (JDC):** 1998 - 2009 Dental Industry (25 locations)

- » Grew JDC's brand recognition to over 80% in the target demographic in the DFW metroplex (source: Goldman Sachs stated it's virtually "unheard of for a local brand")
- » Commanded a media budget that exceeded \$1.25 million
- » Negotiated all media buys, including TV, Radio, direct mail, etc.
- » Pushed the company from one location to 25, with many more planned in 2009 (when sold)
- » Defined marketing plans to increase brand recognition and increase overall revenue
- » Maintained a marketing calendar with deadlines over a year in advance
- » Developed communication strategies and media based on the Hispanic demographic
- » Forged partnerships, procured celebrity endorsements, embraced grassroots campaigns
- » Researched company needs at the individual clinic level
- » Achieved sales volume objectives, promotions, pricing, and discounts
- » Monitored growth, analyzed results in sales, contribution, and market share
- » Researched new location prospects based on demographics, competition, visibility, costs, etc.
- » Due to the marketing success of JDC, the marketing department was spun off into LATIMUNDO

## **EDUCATION:**

- » **University of North Texas:** Graduated in 2001 - Bachelor of Arts, Major in Art
- » **Gnomon School of Visual Effects:** 2002 - Maya 3D Fast Track Program
- » **Bearded Eagle:** 2017 - PO Certification in Scrum

## **LICENSES:**

- » **Texas Real Estate Commission:** Texas Licensed Real Estate Agent, 2018-Current\

## **PLATFORMS:**

- » **Platforms:** Adobe Creative Cloud, Canva, WordPress, Wix, MS Office/Sharepoint, Oracle NetSuite, Facebook/Meta Business, Google Ads, Monday, Thrive, Asana, Clickup, MidJourney, Leonardo, etc...

## **OTHER:**

- » **Personal Time:** Loves movies, traveling, photography, and AI