

MARK ALAMEEL

Brand Architect, Chief Storyteller, Growth Strategist

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Versatile visionary with three decades of timeless marketing expertise across diverse industries. Builds iconic brands, crafts compelling narratives, drives ecommerce growth, leads dynamic campaigns, enhances product offerings, and creates new design languages. Champions long-term initiatives, prioritizes customer experience, embraces emerging technologies, and anticipates challenges. Builds innovative teams and fosters collaboration to remove organizational barriers, improve quality, and reduce costs.

HEAD OF MARKETING

Uniden America Corporation

2024-Current

Global Consumer Electronics

» Revenue Growth & Digital Innovation

- Tripled Uniden.com revenue in year one by repositioning it as a strategic digital sales channel, on track to double again despite tariff challenges.
- Led full transformation by centralizing product data, sharpening messaging, optimizing UX, and launching an online support portal boosting retention, upsells, and conversions.
- Drove high-intent traffic from low-margin platforms using exclusive offers to increase ROI.
- Led SEO initiatives to improve discoverability, elevate search rankings, and drive organic sales.
- Grew the email list 5x and launched automated flows (sign-ups, cart recovery, promos), with personalized segmentation to improve retention and drive sales.
- Launched the exclusive Factory Certified line, creating a new revenue stream and DTC differentiation.
- Developed a scalable product hierarchy and visual messaging system to clarify positioning, support growth, and increase upsells (in late-stage development).
- Implemented proactive CX workflows to reduce support burden and improve customer satisfaction.

» Brand, Content & Media Strategy

- Modernized brand perception, unified visual identity, and streamlined messaging.
- Launched paid media campaigns across Google, Meta, Reddit, and more.
- Built an affiliate program to drive community engagement, UGC, and funnel organic traffic.
- Transitioned product imagery to 3D, enhancing visual quality and enabling AR readiness.
- Adopted digital-first strategies to improve reach, consistency, and platform-native engagement

» Team Leadership & Operational Excellence

- Built and led a high-performing team to scale creative and campaign output
- Streamlined interdepartmental workflows to increase efficiency and execution speed
- Created a dynamic marketing calendar aligning promos, launches, and campaigns.
- Directed trade show strategy, logistics, and partnerships to maximize visibility and support growth

MARKETING DIRECTOR

The Decor Group

2022-2023

Franchiser (~300 Territories)

» Strategy & Execution

- Defined and executed integrated marketing, branding, and advertising strategies in collaboration with executive stakeholders.
- Built a strategic marketing calendar aligned with sales targets, trade shows, and production timelines, ensuring cohesive cross-channel execution.
- Developed and enforced brand guidelines to maintain consistency across all channels.
- Crafted tailored messaging for franchisees, municipalities, retail partners, and end customers.
- Created lead-generation campaigns targeting high-value “Big Décor Projects”.
- Enabled marketing analytics and inventory visibility across franchises (via NetSuite Admin).

» Campaigns & Channel Management

- Rolled out multiple product collections with supporting campaigns.
- Managed social media, email, and print marketing, including catalogs and direct mail.
- Streamlined email strategy for improved clarity, segmentation, and results.
- Produced annual “Christmas Decor Conference” to drive franchisee engagement.
- Collaborated with vendors to ensure accurate product setup and readiness.

FOUNDER & AGENCY DIRECTOR

MALAMEEL

2012-2022

Marketing Agency (owner)

- » Partnered with clients to define brand strategy and execute multi-channel advertising campaigns.
- » Delivered digital services to enhance websites, drive lead generation, and improve SEO.
- » Developed hyper-localized direct mail campaigns tailored to regional audiences.
- » Led cross-functional teams to produce creative across web, print, video, 3D, and photography.
- » Conceived, funded, and built Dallas Media Park, a \$1M+, 12,000 sq. ft. co-share production studio and creative incubator for inspiring artists.
- » Founded and led OtherTECH, a hardware startup focused on developing the only true optical 360° camera; secured early funding and led capital raises.

PRESIDENT & MARKETING STRATEGIST

LATIMUNDO

2001-2012

Marketing Agency

- » Led Jefferson Dental Clinic's expansion from 1 to 25 locations by 2009; built brand, guidelines, and messaging that achieved 80%+ recognition in the core demographic (per Goldman Sachs).
- » Directed marketing strategy, managed budgets, and led media production on a \$1.25M annual budget.
- » Defined brand positioning and produced integrated campaigns across TV, radio, digital, and print.
- » Negotiated media buys, launched multi-market campaigns, secured celebrity endorsements, and built grassroots partnerships to expand reach.
- » Built scalable messaging and used KPIs, market share, and demographic trends to guide strategy.
- » Led cross-functional teams and vendors across the globe to deliver multi-channel campaigns.
- » Led creative for a city destination development (Toyota Music Factory; formerly "Las Colinas Live!").
- » Founded RenderTITAN, a global SaaS platform for automated 3D file rendering used by major studios.
- » Applied Agile principles to streamline delivery, align teams, and drive continuous improvement.

EDUCATION

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| » University of North Texas | 2001 | Bachelor of Arts |
| » Gnomon - School of Visual Effects | 2002 | Maya 3D Fast Track Program |
| » Bearded Eagle | 2017 | Certification in Scrum |
| » Texas Real Estate Commission | 2018-Current | Texas Licensed |
| » MetroTex Board | | |
| » Member of National Association of Realtors (NAR) | | |

ADDITIONAL INFO:

- » **Personal Time:** Loves movies, studying, traveling, photography, and AI
- » **Platforms:** Adobe Creative Cloud, Microsoft Office, Microsoft SharePoint, Microsoft Power BI, Oracle NetSuite, Shopify, Omnisend, Google Ads, Google Merchant Account, Google Analytics, WordPress, Wix, BeeFree, Meta Business, Wrike, ChatGPT, MidJourney, etc...

