

# MARK ALAMEEL

## Marketing Leader, Brand Architect, Growth Strategist

214-668-8940 | mark@malameel.com | malameel.com | linkedin.com/in/markalameel

Growth-focused marketing leader with nearly three decades of timeless marketing acumen, hands-on creative instinct, and operational insight. Builds iconic brands using buyer-decision psychology to improve experiences, drive purchases, and create advocates. Aligns positioning, offerings, and ecommerce to reduce customer friction and scale profits. Amplifies demand through paid, organic, social, and affiliate campaigns. Leverages emerging technologies, anticipates bottlenecks, and strengthens teams with clarity and collaboration. Turns strategy into measurable performance that compounds revenue.

### MARKETING DIRECTOR

Automotive Investment Group

Aug 2025 - Dec 2025

Global Car Parts Manufacturer

- » Leading marketing strategy across multiple automotive brands, aligning owners, stakeholders, sales, and operations around shared growth and profitability goals.
- » Rebuilding brand foundations and visual systems by digging into each brand's history, founder stories, and customer friction to sharpen positioning and voice.
- » Restructuring product ladders and pricing to improve margins, simplify choices, guide customers to higher tiers, and support more effective sales conversations.
- » Modernizing customer journeys and tightening ecommerce flows to boost conversion.
- » Building a lean, high-performing marketing function, defining roles, workflows, and creative standards so the brands can scale without losing quality.

### HEAD OF MARKETING

Uniden America Corporation

Feb 2024 - July 2025

Global Consumer Electronics

- » Quadrupled Uniden.com revenue in under 18 months, outperforming the Amazon channel's growth, while sustaining strong sales momentum in 2025 despite tariff challenges.
- » Led a brand refresh to unify the product portfolio and broaden appeal, tightening creative and centralizing brand standards.
- » Led a full website transformation to create a new revenue channel by centralizing product info, refining messaging, optimizing UX, implementing modern SEO, and deploying proactive support, increasing sales, retention, and organic traffic.
- » Drove high-intent traffic from low-margin platforms with exclusive bundles. Amplified demand through social media and affiliates.
- » Grew email list 5x and launched automated flows with personalized segmentation.
- » Launched the Factory Certified product line, creating a new exclusive DTC revenue stream.
- » Developed campaign playbooks and a scalable product hierarchy with visual messaging across digital, retail, and live-event touchpoints.
- » Launched and scaled paid media across Google, Meta, Reddit, and additional platforms.
- » Built a high-performing team, streamlined cross-functional workflows, and created a marketing calendar to align departments on goals, promotions, and key events on an annual roadmap.

### MARKETING DIRECTOR

The Decor Group

Apr 2022 - July 2023

Franchisor (~300 Territories)

- » Aligned marketing with stakeholder vision, business goals, and departmental needs.
- » Developed branding guidelines, fresh creative, and an annual marketing calendar to align messaging and execution for franchisees, retail partners, municipalities, and consumers.
- » Launched new product collections, supported by a 15K+ SKU catalog and sales brochures built in coordination with vendors to improve franchisee sales.
- » Partnered with the NetSuite administrator to build marketing analytics and inventory visibility reports that improved planning and sell-through, while establishing new SOPs to strengthen team output.
- » Produced lead-gen campaigns for large-scale projects.

## FOUNDER AND PRINCIPAL

### MALAMEEL

Jan 2012 - Apr 2022

Marketing Agency

- » Partnered with clients to define brand and growth strategies and execute campaigns, delivering digital solutions that improved websites, drove lead generation, and boosted SEO performance.
- » Created hyper-localized advertising campaigns with tailored messaging for regional audiences.
- » Led a cross-functional creative team to deliver high-quality creative under tight deadlines.
- » Developed virtual reality spaces for real estate marketing and immersive brand experiences.
- » Conceived, funded, and built Dallas Media Park, a 12,000 sq. ft. creative incubator and co-share production studio for emerging artists.
- » Founded and led OtherTECH, a technology startup developing a true optical 360° camera; achieved proof of concept, secured early-stage funding, and led capital raises.

## PRESIDENT AND PRINCIPAL

### LATIMUNDO

Jan 2001 - Sep 2012

Marketing Agency

- » Led brand development that helped expand Jefferson Dental Clinics from a single clinic to 25 locations across the Dallas/Fort Worth metroplex, achieving over 80% brand recognition (via Goldman Sachs); directed a \$1.25M annual media budget.
- » Led marketing for "Las Colinas Live!", a tourist destination that later evolved into the Toyota Music Factory, aligning priorities between the Trinity Group, City of Irving, and other stakeholders.
- » Founded RenderTITAN, a global SaaS platform for automated 3D rendering disrupting global pricing, used by major film and television studios and other high-profile clients like ABC, Dolby, and Salesforce.
- » Collaborated with state political figures, public-sector organizations, and government entities on communications and branding issues.
- » Negotiated media across TV, radio, digital, and print, launched multi-market initiatives, secured celebrity endorsements, and built grassroots partnerships and community events.
- » Developed scalable messaging informed by KPIs, market share, and demographic trends.
- » Managed cross-functional teams and global vendors to deliver consistent, multi-channel campaigns.
- » Applied Agile principles to align teams, streamline delivery, and drive continuous improvement.

## EDUCATION

- |                                   |                |                               |
|-----------------------------------|----------------|-------------------------------|
| » 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 - Present | Texas Licensed. Member of NAR |

## ADDITIONAL INFO:

- » Tools: Adobe Creative Cloud, Shopify Plus, Oracle NetSuite, WordPress, Omnisend, Wrike, ClickUp, ChatGPT, MidJourney, Google Ads, Google Analytics, Google Merchant Center, Slack, Reddit Ads, Meta Business, Microsoft Power BI
- » Personal: movies, photography, drawing, travel, AI, and studying business icons and brands.