

Hello Hiring Team,

This note outlines how I approach growth at scale.

My primary objective is profitability through deliberate, strategic change. Every initiative serves that outcome. I build brands by aligning business goals, product offerings, advertising, and the customer experience into one disciplined system. My background spans leadership and hands-on creative work across multiple industries, so strategy is measured by results. My focus is simple: elevate and differentiate the brand, sharpen value perception, remove customer friction, earn advocacy, and direct demand toward higher-margin channels where revenue compounds.

At Uniden, I stepped into a neglected brand with underperforming sales and an overreliance on agencies and distributors. The website was dated, the brand lacked cohesion, and margins were being quietly eroded. I started by diagnosing how customers experienced the brand. More simply, why were customers willing to pay more on Amazon instead of buying directly from us? I led a full website rebuild, clarified product positioning, reorganized offerings, and shifted demand toward Uniden.com through exclusive, low-cost bundles. We reduced support tickets, improved conversion, and built a scalable marketing engine. Ecommerce revenue quadrupled in under 18 months and became the company's fastest-growing, most profitable channel. As a result, performance improved across all channels, including Amazon.

My methodology was formed early at Jefferson Dental Clinics, where I saw firsthand how a brand directly drives business outcomes. Differentiation was essential. I reframed dentistry away from fear and routine cleanings toward personal appeal, confidence, and wellness. That repositioning helped grow a single family-owned clinic into 25 locations across the Dallas-Fort Worth metroplex before its sale in 2009. Goldman Sachs noted that Jefferson Dental Clinics achieved brand recognition above 80%, an uncommon result for a metropolitan healthcare provider.

At The Decor Group, I led marketing across a 300-territory franchise network, retail channels, and multiple in-house brands. I created clear product offerings and value propositions, aligning creative, messaging, and an operational system to enable consistent execution by franchisees and partners. That discipline helped position the franchise network for its sale to an investment firm.

My foundation in media production and agency work allows me to craft campaigns realistically. I understand the full path from idea to execution to measurable result, which helps me anticipate challenges early and keep campaigns moving forward. Across my career, I have launched national campaigns, worked with partners on a global scale, forged celebrity relationships, built social and grassroots channels, and supported large civic projects.

I believe sustainable growth comes from precision earned through experience, and that is the approach I bring to every organization I lead.

Thank you for your consideration,

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