

MARK ALAMEEL

Marketing Leader, Brand Architect, Growth Strategist

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Growth-focused marketing leader with nearly three decades of timeless marketing experience, pairing hands-on creative instinct with deep operational insight. Builds performance-driven brands grounded in buyer-decision psychology to sharpen experiences, drive purchases, and earn advocates. Aligns positioning, offerings, and ecommerce to reduce friction and scale profit. Amplifies demand across paid, organic, social, and affiliate channels. Leverages emerging technology, anticipates bottlenecks, and strengthens teams through clarity and collaboration. Turns strategy into measurable performance that compounds revenue.

PROFESSIONAL HISTORY:

Marketing Director

Automotive Investment Group

Global Car Parts Producer

Aug 2025 - Dec 2025

- » Set marketing strategy across multiple automotive brands, uniting owners, stakeholders, sales, and operations around shared growth and profitability goals.
- » Reconstructed brand foundations and visual systems by examining each brand's history, founder stories, and customer friction to sharpen positioning and voice.
- » Redesigned product ladders and pricing to improve margins, simplify choices, guide customers to higher tiers, and support more effective sales outcomes.
- » Modernized customer journeys and tightened ecommerce flows to increase conversions.
- » Architected a lean, high-performing marketing function, defining roles, workflows, and creative standards to enable scale without sacrificing quality.

Head of Marketing

Uniden America Corporation

Global Consumer Electronics

Feb 2024 - July 2025

- » Quadrupled Uniden.com revenue in under 18 months, outpacing 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.
- » Directed a full website transformation to reestablish ecommerce as a core revenue channel by centralizing product information, refining messaging, optimizing UX, implementing modern SEO, and deploying proactive support, driving gains in sales, retention, and organic traffic.
- » Drove high-intent traffic away from low-margin platforms with exclusive bundles. Amplified demand through social media and affiliates.
- » Grew the email list 5x and launched automated flows with personalized segmentation.
- » Launched the Factory Certified product line, establishing a new exclusive DTC revenue stream.
- » Created campaign playbooks and a scalable product hierarchy with visual messaging across digital, retail, and live-event touchpoints.
- » Established and scaled paid media across Google, Meta, Reddit, and additional platforms.
- » Assembled a results-driven team, streamlined operational workflows, and instituted an annual marketing calendar to align departments on goals, promotions, and key events.

Marketing Director

The Decor Group

Franchisor (~300 Territories)

Apr 2022 - July 2023

- » Aligned marketing with stakeholder vision, business goals, and departmental needs.
- » Integrated branding guidelines, fresh creative, and an annual marketing calendar to unify messaging and execution for franchisees, retail partners, municipalities, and consumers.
- » Released new product collections, supported by a 15K+ SKU catalog and sales brochures produced in coordination with vendors to increase franchisee sales.
- » Worked directly with the NetSuite administrator to implement marketing analytics and inventory visibility reporting. Established new SOPs that improved planning, sell-through, and team output.
- » Produced lead-gen campaigns for large-scale projects.

PROFESSIONAL HISTORY (CONT'D):

Founder and Principal

Malameel, LLC

Marketing Agency

Sep 2012 - Apr 2022

- » Advised clients on brand and growth strategy and executed campaigns, delivering digital solutions that strengthened websites, drove lead generation, and improved SEO performance.
- » Designed hyper-localized advertising campaigns with tailored messaging for regional audiences.
- » Led a cross-functional creative team to deliver high-quality work under tight deadlines.
- » Created virtual reality spaces for real estate marketing and immersive brand experiences.
- » Founded and scaled 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.

President and Principal

Latimundo, LLC

Marketing Agency

Jan 2001 - Sep 2012

- » Conceived and implemented branding that expanded Jefferson Dental Clinics from a single clinic to 25 locations across the Dallas/Fort Worth metroplex, achieving over 80% brand recognition (via Goldman Sachs), while overseeing a \$1.25M annual media budget.
- » Oversaw marketing for Las Colinas Live!, an early-stage destination brand that evolved into Toyota Music Factory, coordinating Trinity Group, City of Irving, and partner priorities.
- » Founded RenderTITAN, a global SaaS platform for 3D rendering that disrupted global pricing and was used by major film and TV studios and other high-profile clients including ABC, Dolby, and Salesforce.
- » Advised state political figures, public-sector organizations, and government entities on communications and branding initiatives.
- » Negotiated media across TV, radio, digital, and print; orchestrated multi-market initiatives, secured celebrity endorsements, and integrated grassroots partnerships and community events.
- » Designed 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 unify teams, streamline delivery, and drive continuous improvement.

FORMAL EDUCATION:

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| » University of North Texas | Graduated in 2001 | Bachelor of Arts |
| » Gnomon School of Visual Effects | Completed in 2002 | Maya 3D Fast Track Program |
| » Bearded Eagle | Completed in 2017 | Certification in Scrum |
| » Texas Real Estate Commission | Active 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.