

# MARK ALAMEEL

Marketing Leader | Brand-to-Revenue Growth

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Hello Hiring Team,

Most companies give solid effort, but the journey still has friction. I reset the plan and build traction from the ground up. I set direction, align teams, and move fast with control to deliver measurable progress. At Uniden, I led strategy and execution, quadrupling ecommerce revenue in under 18 months.

I unite sales, product, and finance leaders around shared targets and faster decisions. I work closely with teams, keep accountability clear, and keep spend disciplined. I prioritize progress over activity. One example is Uniden Factory Certified, a refurbished category I turned into a new revenue stream. I conceived the program, accelerated execution, and launched campaigns that made it repeatable, turning returns into a reliable channel.

To create demand, I clarify what you do, who it is for, and why you are credible. Then I tighten the offer, sharpen positioning, and use a clear product hierarchy to guide customers to higher value options and protect margin. When the offer is clear, trust beats price wars.

I position the website as the brand hub and the core customer journey. It is where messaging is defined, proof backs the narrative, and customers become advocates. The user experience guides customers toward higher lifetime value. Paid, social, affiliates, and live activations expand reach. When buyers start on third-party platforms, I capture demand there, then shift the relationship to the website.

Automation strengthens retention and lifts lifetime value. At Uniden, I grew the email list 5x and built lifecycle flows that supported website campaigns and drove recurring revenue. I replaced margin-killing discounts with low-cost value-adds that lift perceived value and protect price integrity. If it does not change customer behavior, it is noise.

I build for endurance, guided by experience, so growth stays sustainable and profitable. If that is the kind of clarity you want, let's build something that lasts.

Thank you for your consideration,  
Mark Alameel