

MARK ALAMEEL

Marketing Leader | Brand-to-Revenue Growth

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SUMMARY

Growth-focused marketing leader with nearly three decades of timeless marketing experience, hands-on creative direction, and operational fluency. Builds brands around buyer behavior, sharpens positioning, and improves the customer experience to earn advocacy. Creates new revenue streams, promotion structures, and strategic partnerships. Generates demand across organic, social, paid, and affiliate channels, then converts performance into compounding revenue.

CORE COMPETENCIES

Marketing Strategy, Go To Market (GTM), Offer And Positioning, Brand Strategy, Demand Generation, Performance Marketing, Conversion Optimization, Lifecycle Marketing, Customer Experience (CX), Ecommerce Growth, Measurement And Attribution, Revenue Operations (RevOps)

MODELS

B2B, DTC Ecommerce, Subscription, Franchise Marketing

PLATFORMS AND TOOLS

Shopify Plus, Oracle NetSuite, Google Ads, Meta Business, Google Merchant Center, Google Analytics, Microsoft Power BI, Omnisend, WordPress, Adobe Creative Cloud, ChatGPT, MidJourney

PROFESSIONAL EXPERIENCE

Marketing Director

Automotive Investment Group, Coppell, TX, Aug 2025 to Dec 2025

- Set marketing strategy across multiple brands, aligning stakeholders on growth and profitability.
- Rebuilt the brand system and refreshed visual language, using business history and pain points to sharpen positioning and voice.
- Reworked the website and product tiers to improve information architecture for SEO, clarify messaging and positioning, reduce friction, and improve margins.
- Refined messaging and designed social campaigns to build awareness and demand.
- Modernized user experience and ecommerce flows to improve conversion.

Head of Marketing

Uniden America Corporation, Flower Mound, TX, Feb 2024 to Jul 2025

- Quadrupled Uniden.com revenue in under 18 months, outpacing Amazon channel growth, sustained momentum in 2025 despite tariff pressure.
- Led a brand refresh to unify and define the product portfolio, broadened appeal, and drove execution with campaign playbooks, modern creative, and key touchpoints.
- Set long-term marketing direction through executive alignment, keeping teams focused on priorities.
- Directed a full website transformation to reestablish ecommerce as a core revenue channel, tightened offer and positioning, improved UX and SEO, reduced friction, and improved conversion.
- Launched the Factory Certified category as an exclusive revenue channel with rapid customer adoption.
- Created a bundle strategy with exclusive offers and low-cost add-ons to raise perceived value and shift demand away from low-margin platforms.
- Owned paid media, defined KPIs, optimized channel mix, and improved spend efficiency.
- Grew the email list 5x and launched automated flows with personalized segmentation.
- Drove acquisition and engagement across social, affiliate, and live activations.
- Built a results-driven team, streamlined workflows, and aligned departments on shared goals.

Marketing Director

The Decor Group, Irving, TX, Apr 2022 to Jul 2023

- Aligned marketing with stakeholder vision, business goals, and departmental needs.
- Standardized brand guidelines, fresh creative, and an annual marketing calendar to unify messaging and execution for about 300 franchise territories, 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 and operations to implement marketing analytics and inventory reporting. Established SOPs, improved planning, sell-through, and campaign timing.
- Produced lead-gen campaigns for large-scale projects.

Founder and Principal

Malameel, LLC, Dallas, TX, Sep 2012 to Apr 2022

- Advised clients on brand and growth strategy and executed campaigns for agency clients, 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 12k sq. ft. creative incubator and co-share production studio for emerging artists.
- Co-founded and led OtherTECH, a technology startup developing a true optical 360-degree camera. Achieved proof of concept and secured early-stage funding.

President and Principal

Latimundo, LLC, Dallas, TX, Jan 2001 to Sep 2012

- Started in-house at Jefferson Dental Clinics and grew Latimundo into a distinct marketing agency.
- Conceived and implemented branding that expanded Jefferson Dental Clinics from a single clinic to 25 locations across the Dallas-Fort Worth Metroplex. Oversaw a 1.25M annual media budget. Achieved over 80% brand recognition (as reported by Goldman Sachs).
- Oversaw marketing for Las Colinas Live, a city destination that evolved into Toyota Music Factory, aligning Trinity Group, the City of Irving, and principal stakeholders.
- Created RenderTITAN, a global B2B SaaS platform for 3D rendering that disrupted global pricing, adopted by major film and TV studios including ABC, Dolby, and Salesforce.
- Advised state political figures, public sector organizations, and government entities on communications and branding initiatives.
- Negotiated media buys across TV, radio, digital, and print, orchestrated multi-market initiatives, secured celebrity endorsements, and integrated grassroots partnerships and community events.
- Managed cross-functional teams and external vendors to deliver multi-channel campaigns on time and on budget.

EDUCATION

- University of North Texas - BA, 2001
- Gnomon School of Visual Effects - Maya 3D Fast Track Program, 2002
- Bearded Eagle - Scrum Certification, 2017
- Texas Real Estate Commission - Licensed Realtor, Active since 2018