

MARK ALAMEEL

Marketing Leader | Brand-to-Revenue Growth

Coppell, TX - (214) 668-8940 - mark@malameel.com - malameel.com - linkedin.com/in/markalameel

SUMMARY

Growth-focused marketing leader with operational fluency and hands-on creative direction. Owns systems that create demand and convert attention to revenue. Uses buyer behavior to define brand truth, sharpen positioning, and strengthen differentiation. Connects strategy to execution across channels, offers, and the customer journey. Uses automation and AI to improve efficiency and accelerate execution. Keeps spend disciplined, execution accountable, and senior leaders aligned on priorities, delivery, and profitability.

COMPETENCIES

Marketing Strategy, Go-To-Market (GTM), Brand Strategy, Offers and Positioning, Demand Generation, Performance Marketing, Ecommerce Growth, Conversion Rate Optimization (CRO), Lifecycle Marketing, Revenue Operations (RevOps), Analytics, Budget Management, Thought Leadership, SEO, AEO, GEO

EXPERIENCE

Marketing Director

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

- Set multi-brand marketing strategy, aligning stakeholders on growth and profitability.
- Rebuilt the marketing function to sharpen positioning and differentiation, shifting from commodity messaging to a brand-led strategy and reframing offers and portfolio mix around flagship products.
- Reworked the website experience to reduce friction and improve product discovery.
- Developed content strategy, messaging, and social campaigns to build awareness and demand.

Head of Marketing

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

- Led DTC growth that quadrupled Uniden.com revenue in under 18 months, outpacing Amazon while sustaining momentum in 2025 amid tariff pressure.
- Directed a website overhaul establishing ecommerce as a core channel, lifting conversion and AOV while reducing support volume via portfolio clarity, user experience, SEO, and lifecycle automation.
- Owned marketing end-to-end, tying acquisition through purchase to advocacy across channels.
- Led a brand refresh that clarified messaging, positioning, design language, and thought leadership across advertising, public relations, packaging, and sales enablement, backed by guidelines and playbooks.
- Set budgets, KPIs, dashboards, and reporting across organic, social, paid, affiliate, and events.
- Built bundle and add-on strategy to raise perceived value and shift demand off low-margin platforms.
- Launched Factory Certified as an exclusive DTC channel, driving rapid customer adoption.
- Grew email list 5x via website automation, social campaigns, and in-person events, lifting retention.
- Aligned senior leaders and teams on priorities, budget, strategy, and execution.
- Built and led a new marketing and creative team, ended agency use, and forged strategic partnerships.

Marketing Director

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

- Led franchisee marketing across corporate, field, and operations to align priorities and execution.
- Standardized brand guidelines and design language for five brands to sharpen messaging across roughly 300 franchise territories, partners, consumers, and B2B audiences.
- Built an annual marketing calendar to align promotions, launches, and local execution.
- Led product marketing for new collections and supported franchisee marketing with a 15k+ SKU catalog and sales enablement materials, using AI to speed content creation and delivery.
- Partnered with NetSuite and operations to implement marketing analytics and inventory reporting, improving planning, sell-through, and campaign timing.
- Produced lead generation campaigns for large-scale projects, improving lead quality and close rates.

AGENCY AND ADDITIONAL EXPERIENCE

Managing Director

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

- Advised clients on positioning and growth, and led cross-channel customer experience including website UX/UI, SEO, social campaigns, and lead generation to lift demand and conversion.
- Led multi-market campaigns with localized messaging, segmented targeting, and custom creative.
- Built efficient workflows, creative standards, and rapid cadence for consistent output.
- Founded and scaled Dallas Media Park, a 12k sq. ft. creative incubator and co-share production studio.
- Co-founded and led OtherTECH, built an optical 360-degree camera prototype, secured early funding.

Managing Director

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

- Jefferson Dental Clinics (now Jefferson Dental & Orthodontics): Led acquisition and retention campaigns, building patient trust and demand as it scaled from 1 to 25 locations across DFW. Managed a 1.25M annual marketing budget. Drove 80% brand awareness per Goldman Sachs diligence report.
- Las Colinas Live (now Toyota Music Factory): Led branding and destination positioning, aligning Trinity Group, the City of Irving, and key stakeholders.
- RenderTITAN: Global B2B SaaS platform for remote 3D rendering; introduced lower-cost usage pricing, disrupted industry pricing, and expanded adoption with major film and TV studios.

PLATFORMS

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

EDUCATION

- University of North Texas - BA - Denton, TX