

# MARK ALAMEEL

## Marketing Leader | Brand-to-Revenue Growth

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Hello Hiring Team,

I use marketing to help businesses make more money. I look closely at the business, find what is holding growth back, and build a plan around sharper positioning, clearer messaging, stronger offers, a smoother customer journey, and smarter spending. Then I look for ways to broaden appeal, open new revenue streams, and build growth that is more profitable and easier to sustain. I do not chase customers. I attract them.

- At Uniden, I led a full brand and website overhaul that helped quadruple ecommerce revenue in under 18 months and made ecommerce a core growth channel. I also launched Factory Certified, turning returns into a repeatable direct revenue stream.
- At Jefferson Dental Clinics, I built the brand from scratch and led the marketing strategy, helping drive expansion to its first 25 DFW locations. Jefferson Dental Clinics reached more than 80% brand awareness, according to a Goldman Sachs due diligence report.
- At The Decor Group, I aligned franchise recruitment, franchisee marketing, retail partner support, and end-customer demand generation across a 300-territory network, keeping priorities clear and execution consistent.

I also bring agency leadership across SaaS, healthcare, retail, entertainment, and investor-backed projects. My foundation in media production, combined with my business experience, gives me a unique perspective that helps me spot problems early. That mix taught me how to assess different businesses, identify pain points quickly, and build a clearer path from attention to revenue. I move fast, stay practical, keep spend cost-effective, and focus on changes that improve the bottom line and support long-term growth.

If you need someone who can diagnose quickly and turn marketing into profitable growth, I would welcome the conversation.

Thank you for your consideration,  
Mark Alameel