

MARK ALAMEEL

Marketing Leader | Brand-to-Revenue Growth

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SUMMARY

Growth-focused marketing leader with operational fluency and hands-on creative direction. Uses marketing to create demand, win customers, and drive profitable growth. Sharpens brand, positioning, and experience to draw customers in, improve conversion, and earn loyalty. Turns strategy into execution across channels, product portfolio, and the customer journey to grow lifetime value. Uses automation and AI to scale output and speed delivery. Keeps spend disciplined, outcomes measurable, and senior leaders aligned on priorities.

COMPETENCIES

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

EXPERIENCE

Marketing Director

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

- Established multi-brand marketing strategy, positioning, and portfolio direction to strengthen differentiation, improve profitability, and drive growth.
- Shifted focus toward higher-margin products and clarified messaging to raise perceived value.
- Refined the website experience and design language to reduce friction and improve product discovery.
- Developed content and social campaigns to build awareness and demand.

Head of Marketing

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

- Quadrupled Uniden.com revenue in under 18 months.
- Supported Amazon, Best Buy, and other distribution partners through marketing and sales support.
- Established the marketing function and team from scratch, ended agency use, and aligned senior leaders.
- Led growth across acquisition, ecommerce, retention, and business partnerships.
- Directed a website overhaul, making DTC ecommerce a core channel by improving trust, product clarity, and user experience, lifting conversion and AOV while reducing customer and B2B support volume.
- Applied buyer behavior and performance data to strengthen SEO and lifecycle automation.
- Used AI across automation, content creation, and creative workflows to scale output.
- Modernized the brand across messaging, visual identity, packaging, PR, and sales enablement, backed by guidelines and playbooks that kept campaigns consistent and distinct.
- Revived stagnant social channels with stronger creative, messaging, and consistency.
- Introduced bundle strategies to raise perceived value and shift demand away from low-margin platforms.
- Launched Factory Certified, creating a new revenue stream with rapid customer adoption.
- Expanded the email list 5x through website automation, social campaigns, and in-person events.
- Managed budgets, KPIs, dashboards, and reporting across organic, paid ads, social, affiliate, and events.

Marketing Director

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

- Coordinated marketing across corporate, franchise territories, field managers, and operations, supporting recruitment, local marketing, annual conference planning, and demand generation.
- Standardized brand guidelines and design language across five brands, improving consistency across roughly 300 franchise territories, retail channels, B2B clients, and consumer audiences.
- Developed product marketing and sales materials for a 15k+ SKU catalog.
- Collaborated directly with franchisees on local marketing initiatives while maintaining brand standards.
- Partnered with the NetSuite Admin to create analytics and inventory reporting for franchisee visibility.
- Built municipal and corporate lead gen campaigns that improved lead quality and close rates.

AGENCY EXPERIENCE

Managing Director

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

- Advised clients on brand, positioning, offers, customer experience, and lead generation strategy.
- Directed campaigns across websites, SEO, email, social, and print media.
- Ran multi-market campaigns with localized messaging, segmented targeting, and custom creative.
- Streamlined workflows, creative standards, and production cadence for consistent output.
- Founded and scaled Dallas Media Park, a 12k sq. ft. creative incubator and production studio.
- Co-founded OtherTECH, built an optical 360-degree camera prototype, and secured early funding.

Managing Director

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

- Jefferson Dental Clinics (now Jefferson Dental & Orthodontics): Built the brand from scratch and led acquisition and retention, earning trust and loyalty as the company expanded to its first 25 clinics, establishing the marketing blueprint. Managed a \$1.25M annual marketing budget. Achieved over 80% brand awareness per Goldman Sachs diligence report.
- Las Colinas Live (now Toyota Music Factory): Led marketing strategy, communications, and positioning for a city destination project while 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 - Bachelor of Arts (BA) - Denton, TX