

Mark Alameel

Marketing Leader | Brand-to-Revenue Growth | AI Integration

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Hello Hiring Team,

I use marketing to help businesses make more money.

I analyze the current strategy to find what is slowing growth. I design systems around sharper positioning, clearer messaging, stronger offers, and smarter spending. I cut initiatives that do not earn their place. I shape brands to resonate with customers so the business becomes the preferred choice. I build smoother customer journeys, stronger partner programs, and better experiences across channels. From there, I look for ways to broaden appeal, open new revenue streams, and create demand that converts more profitably and is 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, 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 bring agency leadership across SaaS, healthcare, retail, entertainment, and investor-backed projects. My media production background and business experience help me spot problems early. I assess different businesses quickly, identify pain points, 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.

If you need someone who can quickly diagnose what is holding growth back and drive profitable growth, I would welcome the conversation.

Thank you for your consideration,
Mark Alameel