

# Mark Alameel

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

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### SUMMARY

Growth-focused marketing leader with creative rigor and broad operational fluency. Uses marketing to create demand and drive profit. Turns strategy into execution grounded in buyer behavior. Unifies brand, positioning, and experience across channels to broaden appeal and convert interest into purchases. Builds partnerships to meet buyers in new places. Strengthens offers and opens new revenue streams. Uses AI and automation to scale output. Keeps spend disciplined, executives aligned, and outcomes measurable.

### 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 and 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 marketing strategy, brand differentiation, and product positioning to support growth.
- Shifted business focus toward higher-margin kits, moving away from commodity parts.
- Redesigned the website to improve user experience, product discovery, information architecture, and SEO, reducing friction across the customer journey.
- Developed paid media, social campaigns, and AI visibility 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 distributors through account reps, lifting partner sales by 31%.
- Google Ads delivered roughly 30x ROAS and contributed about half of Uniden.com revenue.
- Directed a website overhaul that made DTC ecommerce a core channel by improving trust, product clarity, and user experience while lifting conversion and AOV and reducing customer and B2B support.
- Created Factory Certified, establishing refurbished products as the second-highest-selling category.
- Built bundle strategies to raise perceived value and shift demand away from low-margin platforms.
- Expanded the email list 5x through website automation, social campaigns, and in-person events.
- Built the marketing function and team from scratch, streamlined workflows, cut costs by about 20%, ended agency use, and aligned senior leaders through biweekly reporting.
- Modernized the brand, backed by guidelines and playbooks that kept campaigns and identity consistent.
- Directed SEO and channel performance across paid ads, social, affiliate, and events, setting budgets, KPIs, dashboards, and reporting.
- Integrated AI and automation into content creation, AI visibility, workflows, and data processing.

#### Marketing Director

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

- Drove demand generation across multiple audiences, increasing franchisee orders by about 27%.
- Developed municipal and corporate lead gen campaigns, helping lift closed sales by about 23%.
- Owned franchise marketing across 300-plus territories, standardized brand guidelines, set KPIs for performance tracking, and established SOPs for internal workflows and vendor processes.
- Created product marketing, catalogs, and sales enablement materials for a 15k+ SKU portfolio.
- Built a real-time, catalog-style inventory reporting system with the NetSuite Admin, giving franchisees direct access to in-stock inventory, sold units, open orders, and in-transit inventory.
- Refreshed franchise recruitment messaging and coordinated the annual national conference.

## **Managing Director**

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

- Led brand development by diagnosing marketing problems, sharpening positioning, improving demand generation, and strengthening customer experience.
- Directed campaigns across websites, email, social, and print.
- *OtherTECH*: Co-founded a startup, oversaw development of an optical 360-degree camera prototype, led negotiations, and secured early funding.
- *Dallas Media Park*: Acquired, redeveloped, and scaled a production studio and creative incubator that became a DFW production hub and was later sold at a profit.

## **Managing Director**

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

- Led strategic consulting across client engagements to clarify brand strategy, strengthen marketing functions, and produce broadcast and video content.
- *Jefferson Dental Clinics (now Jefferson Dental & Orthodontics)*: Built the brand from scratch and led acquisition and retention as the company expanded to its first 25 DFW clinics, earning patient trust and loyalty. Managed a \$1.25M annual marketing budget. Achieved over 80% brand awareness per Goldman Sachs due diligence at sale.
- *RenderTITAN*: Global B2B SaaS startup for remote 3D rendering; introduced lower-cost usage pricing, disrupted industry pricing, and expanded adoption with major film and TV studios.
- *Las Colinas Live (now Toyota Music Factory)*: Led marketing strategy, communications, and positioning for a city destination project, aligning Trinity Group, the City of Irving, and key stakeholders as it developed into an entertainment destination with a concert hall, conference center, and restaurants.

## **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