

Mark Alameel

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

Coppell, TX - [\(214\) 668-8940](tel:(214)668-8940) - mark@markalameel.com - markalameel.com - [linkedin.com/in/markalameel](https://www.linkedin.com/in/markalameel)

Hello,

I use marketing to help businesses make more money.

I analyze the current strategy to find what is slowing growth, then build systems around sharper positioning, clearer messaging, stronger offers, and smarter spending across channels. I cut what does not earn its place and design brands and promotions that raise perceived value without discounting it. Customers get excited to buy, and margins stay protected. From there, I broaden appeal to untapped audiences, open new revenue streams, and create demand that converts profitably and sustains itself.

I do not chase customers. I attract them.

- At Uniden, I led a full brand and website overhaul that quadrupled ecommerce revenue in under 18 months and lifted overall sales 22%. I also created Factory Certified, a new channel that turns returns into over \$2M a year in profit.
- At Jefferson Dental Clinics, I built the brand from scratch and led the marketing, helping drive expansion to its first 25 DFW locations. It 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, lifting franchisee orders 24% and closed sales nearly 20%.

I bring agency leadership across SaaS, healthcare, retail, entertainment, and investor-backed projects. My media production background helps me spot problems early, assess a business quickly, and build a clear path from attention to revenue. I use AI to automate workflows, analyze large data sets, get found where buyers now search, and create content faster. I move fast, keep spend lean, and focus on what moves the bottom line.

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

Thank you for your consideration,
Mark Alameel