

Mark Alameel

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

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SUMMARY

Growth-focused marketing leader. Builds marketing functions that create demand, establish credibility, and lift profit. At Uniden, quadrupled ecommerce revenue, lifted overall sales 22%, exceeded 30x Google Ads ROAS, and created a new business line generating over \$2M a year in profit. Sharpens positioning, shifts customers to higher-margin channels, and reaches untapped audiences. Uses AI and automation to modernize legacy processes and scale output. Aligns executives around shared priorities. Works best dedicated to one company, owning outcomes end to end, and building for the long term.

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 and AEO

EXPERIENCE

Managing Director

Malameel, LLC, Coppell, TX, Aug 2025 to Present

- Serve as a fractional marketing lead, owning the full stack from brand to revenue.
- Diagnose growth friction, then rebuild positioning, offers, and branding around the customer.
- Measure what drives revenue and cut what doesn't, backed by analytics and reporting.
- Integrate AI into content, research, workflows, and automation to scale output and lower cost.
- Transform websites into conversion engines with stronger UX, product discovery, IA, and SEO, improving the customer journey and reducing support needs.
- Create demand and broaden appeal through paid media, social, email, and AI-powered visibility.

Head of Marketing

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

- Quadrupled Uniden.com revenue in under 18 months.
- Created Factory Certified, a new channel that turns returns into over \$2M a year in profit.
- Reached over 30x ROAS on Google Ads, driving about half of Uniden.com revenue.
- Lifted overall sales 22% by supporting Amazon, Best Buy, and other channel account reps.
- Directed a website overhaul (new information architecture, SEO, and content) that made ecommerce a core DTC channel, served B2B, lifted conversions and AOV, and lowered support volume.
- Built a new brand identity, developed guidelines and playbooks to lock in consistency, and led creative.
- Designed promotions that raised perceived value, protected margins, and shifted demand to DTC.
- Led paid, social, affiliate, and in-person programs, while growing the email list 5x.
- Built the marketing function, team, and operations from scratch, cut costs over 20%, ended agency use, and integrated AI across content and workflows.

Marketing Director

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

- Drove demand generation across multiple audiences, increasing franchisee orders by 24%.
- Developed municipal and corporate lead gen campaigns, helping lift closed sales by almost 20%.
- 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

- Founded and ran a marketing and creative agency, building brands and launching ventures.
- 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

- Provided brand and marketing consulting alongside broadcast content, 3D animation, and high-volume print production across client engagements.
- *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