

# Mark Alameel

## Scaling Businesses Through Marketing | Brand to Revenue | AI Integration

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Hello,

I scale businesses by looking at the full path from brand to revenue. I start by auditing the brand, customer experience, buying journey, how sales teams win, and where revenue is created or lost. I take ownership of the marketing function and its results. Profit stays at the center of the decisions I make. That mindset shapes how I generate demand, widen customer appeal, and turn demand into growth.

### ***I DO NOT CHASE CUSTOMERS. I ATTRACT THEM.***

- At Uniden, I quadrupled ecommerce revenue, lifted overall sales 22%, exceeded 30x Google Ads ROAS, and created Factory Certified, a new revenue stream generating over \$2M a year in profit.
- At Jefferson Dental Clinics, I built the brand from scratch as the company expanded to its first 25 DFW locations, reaching more than 80% brand awareness according to Goldman Sachs due diligence.
- At The Decor Group, I aligned franchise recruitment, franchisee marketing, retail partner support, and customer demand across a 300-territory network, lifting franchisee orders by 24% and closed sales by almost 20%.

I stay current through short-term consulting work that keeps me hands-on across diverse marketing challenges. It helps me quickly diagnose operational friction, identify what is limiting growth, and design systems that remove the constraint. I have also gone deeper into building web apps, Chrome extensions, and AI automations to improve research, streamline workflows, and reduce manual effort.

I am pursuing a long-term in-house role where I can apply that range of experience within one business, own the marketing function, and remain accountable for building durable growth.

I appreciate your consideration,  
Mark Alameel