

Mark Alameel

Scaling Businesses Through Marketing | Brand to Revenue | AI Integration

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SUMMARY

Marketing leader who scales businesses by building the path from brand to revenue. Sets priorities around the levers that drive results and turns strategy into execution. Designs systems that create demand, build trust, and lift profit. At Uniden, quadrupled ecommerce revenue, lifted overall sales 22%, exceeded 30x Google Ads ROAS, and created a channel generating over \$2M/yr in profit. Sharpens offers and positioning while improving customer journeys to increase higher-margin revenue and reach new audiences. Uses AI, automation, and hands-on creative work to expand marketing capability while keeping spend disciplined.

COMPETENCIES

Marketing Strategy, Brand Strategy, Go-To-Market (GTM), Ecommerce, Performance Marketing, Analytics, Demand Generation, Offers and Positioning, Lifecycle and LTV, Paid Ads, Buyer Behavior, Sales Enablement, Revenue Operations (RevOps), Conversion Rate Optimization (CRO), Budget Management, P&L, SEO/AEO

EXPERIENCE

Managing Director

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

- Lead short-term projects across digital marketing, brand, ecommerce, and content creation.
- Diagnose growth friction, sharpen positioning, offers, customer journeys, and execution priorities.
- Build demand across paid ads, social, email, search, and lifecycle marketing, backed by analytics.
- Shift promotions from heavy discounts to higher-margin offers built around perceived value, not price.
- Improve website UI/UX, SEO/AEO, CRO, schema, and brand content to support conversion and sales.
- Build web apps, Chrome extensions, and marketing automation using AI tools to improve workflows.

Head of Marketing

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

- Quadrupled Uniden.com revenue in under 18 months across six product lines.
- Lifted overall sales 22% while centralizing support for Amazon, Best Buy, and other B2B accounts.
- Created Factory Certified, an exclusive DTC refurbished product line generating over \$2M/yr in profit.
- Led end-to-end GTM strategy and omnichannel execution for multiple product launches.
- Exceeded 30x Google Ads ROAS, driving about half of Uniden.com revenue.
- Built the marketing function from scratch, hired and directed a five-person team.
- Cut costs by over 20%, ended agency reliance, and integrated AI workflows into content and processes.
- Directed a website transformation (IA, SEO, content strategy) that lifted conversions and AOV, lowered support volume by addressing customer questions, and made Uniden.com a core DTC channel.
- Built brand strategy, design language, campaign playbooks, marketing calendars, and PR guidelines.
- Designed promotions that increased perceived value, protected margins, and shifted demand to DTC.
- Led paid media, social, affiliate, and trade shows/events, supported by funnel analytics.
- Grew email list 5x, built customer segmentation, and established lifecycle marketing as a revenue driver.

Marketing Director

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

- Drove demand with email marketing across multiple audiences, lifting franchisee orders by 24%.
- Established municipal and corporate lead gen campaigns, lifting closed sales by almost 20%.
- Owned franchise, B2B, and retail marketing across 300-plus territories and multiple in-house brands.
- Established GTM strategies, annual calendars, brand standards, KPIs, SOPs, and vendor management.
- Created product collateral, catalogs, and sales enablement materials for a 15k+ SKU portfolio.
- Developed a real-time inventory reporting system with the NetSuite Admin, giving franchisees direct access to inventory, sold units, open orders, and in-transit inventory.
- Refreshed franchise recruitment messaging and led event marketing for the annual national conference.

Managing Director

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

- Established marketing operations and project management systems that optimized resources, improved workflows, and maximized output across a five-person team.
- Drove growth strategy using customer insights to refine brand positioning, develop value propositions, and create client marketing plans supported by ROI analysis.
- Built landing pages to improve attribution and segmentation, strengthened CRM strategy for customer retention, and tightened sales pipelines.
- Built websites and led omnichannel marketing campaigns and content strategy across paid search (SEM/PPC), email, and print, tracking website performance and campaign results through analytics.
- Led social media marketing and paid media across B2B and B2C brands.
- **OtherTECH:** Co-founded a startup, directed development of an optical 360-degree camera prototype, negotiated and secured early funding.
- **Dallas Media Park:** Acquired and redeveloped a 12k sqft building into a shared production studio and creative incubator that became a DFW production hub.

Managing Director

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

- Directed a core team of 10 across marketing and creative production.
- Led brand management and marketing consulting across media buying, broadcast production (TV and radio), digital marketing, commercial photography, and digital content creation, producing dozens of TV commercials, corporate videos, and YouTube content.
- Led hands-on creative production across merchandising, promotional products, and print ads, with direct mail runs exceeding 200k pieces.
- Led cross-functional collaboration on advertising compliance and brand governance.
- **RenderTITAN:** Global B2B SaaS for 3D rendering with a value proposition built on simplicity and disruptive pricing, expanding adoption with major film and TV studios and clients including Dolby and Salesforce.
- **Las Colinas Live (now Toyota Music Factory):** Led cross-functional marketing strategy, content marketing, public relations (PR), strategic communications, and positioning for a city destination project. Aligned Trinity Group, the City of Irving, and key stakeholders around shared business objectives.
- **Jefferson Dental Clinics (now Jefferson Dental & Orthodontics):** Built the brand and marketing function as JDC grew from 1 to 25 DFW clinics; led customer acquisition and retention, negotiated celebrity endorsements, and orchestrated community events. Launched the Sonrisa Dental Plan, a membership and discount program for cash patients. Managed a \$1.25M annual marketing budget and achieved 80%+ brand awareness in DFW per Goldman Sachs due diligence for JDC's 2009 sale.

EDUCATION

- University of North Texas - Bachelor of Arts (BA) - Denton, TX

PLATFORMS

Shopify Plus, Oracle NetSuite ERP, WordPress CMS, Omnisend, Claude, ChatGPT, Midjourney, GitHub, Google Ads, Google Analytics 4 (GA4), Google Business Profile (GBP), Google Local Services Ads (LSA), Google Gemini, Google Merchant Center, Google Search Console, Google Workspace, Microsoft Power BI, Microsoft Office (Excel, PowerPoint, Word, Outlook), Meta Business Suite, Meta Ads, Wrike, monday.com, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere, After Effects)