

Mark Alameel

Marketing Leader Scaling Businesses | Brand to Revenue | AI Integration

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Hello,

I scale businesses through marketing and hands-on execution. I follow the full path from brand to revenue, auditing brand perception, customer experience, the buying journey, how sales teams win, and where revenue is created or lost. I own the marketing function, its budget, and its results, reporting directly to CEOs, owners, and boards. I build lean teams that expand with performance. I hold marketing accountable to its real purpose: growing long-term profit, not vanity metrics. Running my own businesses and working inside tech startups taught me to spend every marketing dollar like an owner.

I DO NOT CHASE CUSTOMERS. I ATTRACT THEM.

- At Uniden, I built the marketing function and owned its ROI. I quadrupled ecommerce revenue in under 18 months, lifted overall sales 22%, exceeded 30x Google Ads ROAS, and created Factory Certified, a new revenue stream generating over \$2M/yr in profit.
- At The Decor Group, I refocused the marketing department around clear goals across a 300-territory network. Aligning franchisee programs and recruitment, retail partner support, and customer demand lifted franchisee orders 24% and closed sales nearly 20%.
- At Jefferson Dental Clinics, I served on the executive team, created the brand, and owned marketing through the first 25 DFW locations. Integrated campaigns, community partnerships, and celebrity endorsements drove over 80% brand awareness, per Goldman Sachs due diligence for JDC's sale.

Since 2025, I have taken on short-term growth engagements to stay hands-on with the rapid changes in AI marketing. I diagnose what limits growth, design systems that remove it, and build web apps and AI automations that streamline research and workflows.

I am now looking for a long-term, in-house role where I can commit fully to one company. If your business needs marketing that is accountable to profit and built for durable growth, I would welcome the conversation.

I appreciate your consideration,
Mark Alameel