

# ALEXIS (HILL) OPAL

DYNAMIC AND RESULTS-ORIENTED MARKETING DIRECTOR

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[Creative Portfolio](#)

## PROFESSIONAL SUMMARY

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Strategic, impact-driven marketing and communications leader with a proven record of building brands, programs, and platforms that strengthen community connection and cultural identity. Known for transforming organizations through story-first strategy, creative placemaking, and data-informed digital campaigns, I bring a rare blend of creative direction, operational leadership, and audience insight to every initiative. My experience spans founding and scaling a full-service marketing agency, leading public-facing programming for a downtown management district, and driving brand strategy for tourism, hospitality, nonprofit, government, and corporate partners.

I align vision with execution by leading teams and delivering integrated campaigns that elevate brand visibility, engagement, and long-term value through collaboration and community stewardship.

## EXPERIENCE

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### Founder & Chief Marketing Officer

*March 2020 - Present*

Within the Influence Media

- Founded and scaled a full-service marketing agency serving clients across government, tourism, nonprofit (501c3), culinary, and corporate sectors, delivering story-first, place-based marketing rooted in community identity and cultural pride.
- Built and sustained strategic partnerships with organizations, including Visit Corpus Christi, Visit Windsor Colorado, Elizabeth River Crossings, DriveERT, NOSH Noco, and Audi, providing integrated social strategy, content creation, community engagement, and PR amplification.
- Lead agency operations and creative direction, developing industry-specific campaigns and digital storytelling that elevate regional visibility, attract visitors, and strengthen audience connection across platforms.
- Contributed volunteer marketing support to Visit Corpus Christi's #CCSelfieChallenge, reinforcing cohesive destination branding while activating authentic community participation.

### Senior Manager, Brand & Marketing Strategy

*September 2024 - November 2025*

GeniusVets

- Recruited to streamline and scale the marketing function, strengthening brand positioning and perceived value in preparation for the fall 2025 acquisition.
- Led integrated, multi-channel marketing initiatives across email, social, video, SEO, blogs, landing pages, and large-scale national events.
- Owned end-to-end strategy for major veterinary conferences, including campaign planning, booth branding, lead generation, and post-event follow-up.
- Unified product positioning and executive thought leadership into cohesive brand storytelling across all digital touchpoints.
- Translated leadership insights into high-performing content while ensuring brand consistency, voice alignment, and data-driven optimization tied to growth goals.

### Marketing & Events Director

*January 2024 - September 2024*

WaterStreet Restaurants Ltd.

- Spearheaded the development and execution of a unified marketing strategy across the seven WaterStreet Restaurants, including Water Street Oyster Bar, Executive Surf Club, Elizabeth's at the Art Museum, Central Kitchen Bakery, El Camino Comida & Bar, WaterStreet Catering, and the WaterStreet Market.
- Established and enforced a cohesive brand voice across all digital platforms, improving clarity, consistency, and accessibility for customers.
- Created brand guidelines for general managers and led content and storytelling efforts to elevate each concept's online presence.
- Planned and executed large-scale community events, including Texas Oyster Round Up and Surftoberfest, driving increased foot traffic and enhancing the Downtown Corpus Christi visitor experience.

# EXPERIENCE (CONTINUED)

## Public Relations and Programming Manager

March 2021 - March 2022

Corpus Christi Downtown Management District

- Led brand strategy, public relations, and digital marketing efforts to strengthen the identity and visibility of Downtown Corpus Christi across social media, web, and digital platforms.
- Planned and executed signature programs aligned with the DMD's five-year strategic plan, driving community engagement, stakeholder trust, and positive public perception.
- Developed and scaled high-impact placemaking initiatives, including Monthly ArtWalk (20,000+ attendees), weekly Run Club (100+ average attendance), and the Downtown Business Association (30+ participating businesses).
- Reimagined First Friday ArtWalk into ArtWalk Block Parties, transforming the experience into a more immersive, community-centered downtown activation.
- Led planning and execution of the DMD Holiday Series, positioning Downtown Corpus Christi as a seasonal destination through marquee events such as holiday tree lightings, Illuminated Boat Parade, Holiday ArtWalk Block Parties, and citywide decorating campaigns.
- Managed community relations and partnerships with Visit Corpus Christi, City of Corpus Christi, and local stakeholders to support collaborative programming and destination promotion.
- Directed strategic campaigns, including Discover Downtown and the Virtual State of Downtown, to educate residents, visitors, and stakeholders on downtown initiatives and economic vitality.
- Developed and executed a communications plan to distribute the DMD's five-year strategic plan and share progress through digital campaigns, social media, and earned media.
- Reported progress on strategic goals, delivered project updates, and addressed board member questions to support transparency and informed decision-making.
- Redesigned and distributed the DMD Annual Plan report to improve accessibility, clarity, and community engagement.
- Supervised and mentored the intern program, including Event Coordination and Graphic Design roles.
- Established and maintained relationships with local media outlets, including KIII and KRIS, managing media relations and press outreach.

## Social Media & Communication Manager

March 2022 - October 2022

Elizabeth River Crossings, an Abertis company

August 2019 - February 2021

- Established and led the development of the organization's brand identity and voice through a strategic digital marketing approach spanning social media, email marketing, web content, and educational storytelling for a 51-mile transportation network.
- Created relatable, informative content that improved public understanding of infrastructure initiatives while increasing audience engagement and satisfaction.
- Built and maintained relationships with key partners and stakeholders, including the Virginia Department of Transportation, the Hampton Roads community, and local media outlets such as WAVY-TV and WTKR.
- Designed a wide range of communications and marketing materials, including proposals, reports, print collateral, invitations, and social media graphics, ensuring clarity, consistency, and brand alignment.
- Produced video content to educate employees, stakeholders, and the public on organizational initiatives, operational improvements, and project updates.
- Reported progress on strategic goals, delivered project updates, and addressed board member questions to support transparency and informed decision-making.
- Supported the Director of Customer Care by reinforcing standard operating procedures within call center operations.

## Orientation & Student Activities Manager

October 2016 - April 2019

Walsh University

- Coordinated, organized, and implemented the New and Transfer Student Orientation for the 2017, 2018, and 2019 Academic School Years.
- Planned, organized, and implemented a comprehensive Maroon and Gold Mentor training, ensuring our mentors were fully equipped with the necessary skills and knowledge to support incoming students. Additionally, I held the recruitment and hiring of selected Maroon and Gold Mentor Program students.
- Utilized a strategic marketing strategy to inform new and current students and faculty of university updates through email, social media, and print marketing.
- Served Walsh University students' needs by providing diverse social and educational programming that enhanced the collegiate experience.
- Proactively communicated with students, staff, and faculty about weekly events through email, social media, and print marketing, ensuring everyone was well-informed and engaged.

## EDUCATION

### Walsh University

Master's of Business Administration,  
Marketing

### Walsh University

Bachelor of Arts, Multi-Media &  
Communications

## CERTIFICATIONS

### Del Mar College

Project Management Twelve Hour  
Certification

### OSHAcademy

General Industry Safety and Health  
Ten Hour Certification

## SKILLS

- Marketing Strategy Development
- Content Creation & Management
- Social Media Marketing
- Public Relations
- Community Outreach
- Project Management
- Event Coordination & Execution
- Internal & External Org. Communication
- Website Design
- Branding
- Media Management
- Copywriting & Creative Storytelling