

# ALEXIS (HILL) OPAL

361-300-2960 | alexis.ashton3@gmail.com | [LinkedIn Profile](#) | [Creative Portfolio](#)

## PROFESSIONAL SUMMARY

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Results-driven marketing and communications professional with 8+ years of experience executing integrated marketing campaigns, managing multi-platform social media strategies, supporting public relations initiatives, and driving audience engagement across digital and traditional channels. Experienced in content creation, website management, media relations, strategic communications, event marketing, and cross-functional campaign coordination for nonprofit, tourism, hospitality, corporate, and mission-driven organizations.

Skilled in translating organizational goals into impactful marketing initiatives that strengthen brand visibility, increase engagement, and support long-term growth. Known for balancing strategic thinking with hands-on execution while managing multiple projects, stakeholders, vendors, and timelines in fast-paced environments.

## EXPERIENCE

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### Marketing Communications Manager

*September 2024 - Present*

GeniusVets / Prosites

Recruited to help strengthen, streamline, and scale marketing and brand communications efforts in preparation for the organization's fall 2025 acquisition, with a focus on improving brand positioning, audience engagement, and cross-channel marketing consistency.

- Led integrated, multi-channel marketing initiatives across email, social media, video, SEO, blogs, landing pages, and large-scale national veterinary industry events.
- Owned end-to-end marketing strategy and execution for major veterinary conferences, including campaign planning, booth branding, lead generation, promotional communications, and post-event follow-up.
- Unified product positioning and executive thought leadership into cohesive brand storytelling across digital platforms, ensuring consistency in messaging, voice, and audience experience.
- Collaborated cross-functionally with leadership, creative, product, and operations teams to align marketing initiatives with organizational growth goals during a period of strategic transition.
- Translated leadership insights and industry expertise into high-performing content while ensuring brand consistency, audience alignment, and data-driven optimization tied to engagement and growth metrics.
- Contributed to the evolution of marketing systems, communications workflows, and integrated brand strategy to support long-term scalability and acquisition readiness.

### Marketing Communications Consultant

*March 2020 - Present*

Within the Influence Media

Providing strategic marketing and communications support for organizations across nonprofit, tourism, hospitality, government, and corporate sectors, helping brands strengthen audience engagement, increase visibility, and create meaningful community connections through integrated digital marketing and storytelling.

- Manage social media, content creation, website updates, email marketing, PR support, and community engagement campaigns for a diverse client portfolio.
- Built strategic partnerships with organizations including Visit Corpus Christi, Visit Windsor Colorado, Elizabeth River Crossings, DriveERT, NOSH Noco, and Audi, providing social strategy, digital storytelling, and audience engagement support.
- Led campaign development and creative direction, overseeing client communications, project timelines, deliverables, and cross-platform brand consistency.
- Developed industry-specific campaigns and collaborated with clients, vendors, and community partners to execute public-facing marketing initiatives that strengthened visibility, engagement, and organizational growth.
- Contributed volunteer marketing support to Visit Corpus Christi's #CCSelfieChallenge, reinforcing destination branding and authentic community engagement.

# EXPERIENCE (CONTINUED)

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## Board Member – Marketing & Communications Support

January 2026 - Present

Rockport Cultural Arts District

- Support marketing and communications initiatives designed to strengthen community engagement and promote arts and cultural programming throughout the Rockport community.
- Assist with digital communications strategy, newsletter development, audience outreach, and organizational storytelling.
- Collaborate with board members, local stakeholders, and community partners to support public-facing events and mission-driven initiatives.

## Marketing & Events Director

January 2024 - September 2024

WaterStreet Restaurants Ltd.

- Led marketing and communications initiatives for 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 WaterStreet Market, through integrated digital campaigns, social media management, event promotions, and public-facing communications.
- Led content creation, storytelling, and promotional campaigns across digital platforms while maintaining a cohesive brand voice that strengthened audience engagement and connected each restaurant concept to its online community.
- 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.
- Collaborated with leadership teams, vendors, and community partners to execute campaigns and strengthen regional brand visibility.

## Public Relations and Programming Manager

March 2021 - March 2022

Corpus Christi Downtown Management District

Led brand strategy, public relations, and digital marketing initiatives to strengthen the visibility and identity of Downtown Corpus Christi across social media, web, digital campaigns, and public-facing programming.

- Planned and executed strategic campaigns and 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, the Downtown Business Association, and the DMD Holiday Series.
- Reimagined First Friday ArtWalk into immersive ArtWalk Block Parties, strengthening community participation and downtown activation.
- Managed partnerships and community relations with Visit Corpus Christi, the City of Corpus Christi, local businesses, stakeholders, and media outlets, including KIII and KRIS, to support collaborative programming and destination promotion.
- Directed communications campaigns, including Discover Downtown and the Virtual State of Downtown, while overseeing social media, earned media, strategic messaging, and public communications tied to organizational initiatives and economic vitality.
- Developed communications plans, annual reports, and board-facing updates designed to improve transparency, accessibility, and community engagement.
- Supervised and mentored Event Coordination and Graphic Design Interns while supporting cross-functional collaboration across programming and communications initiatives.

## Social Media & Communications Manager

March 2022 - December 2022

Elizabeth River Crossings, an Abertis company

August 2019 - February 2021

Led development of the organization's brand voice and digital communications strategy across social media, email marketing, web content, and educational storytelling for a 51-mile transportation network.

- Created informative, audience-focused content that improved public understanding of infrastructure initiatives while increasing engagement and community trust.
- Managed relationships with key stakeholders and partners, including the Virginia Department of Transportation, the Hampton Roads community, and local media outlets, including WAVY-TV and WTKR.
- Developed communications materials, including reports, print collateral, presentations, social media graphics, and public-facing marketing assets while ensuring brand consistency and clarity.
- Produced video and digital content supporting organizational initiatives, operational updates, and public education efforts.
- Reported progress on strategic initiatives and supported leadership communications tied to organizational transparency and stakeholder engagement.
- Supported the Director of Customer Care by reinforcing standard operating procedures within call center operations.

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## 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

## CORE COMPETENCIES

- Integrated Marketing Campaigns
- Social Media Strategy & Management
- Public Relations & Media Outreach
- Brand Storytelling & Communications
- Content Creation & Copywriting
- Website Content Management
- SEO & Digital Marketing
- Email Marketing Campaigns
- Community Engagement & Outreach
- Cross-Functional Collaboration
- Project & Event Management
- Strategic Communications
- Brand Development & Management