

ALEXIS (HILL) OPAL

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

PROFESSIONAL SUMMARY

Community engagement and marketing leader with 8+ years of experience helping communities tell their stories, strengthen local connections, and create meaningful experiences that inspire people to live, visit, and invest. Experienced in developing integrated marketing strategies, leading strategic communications, and driving community engagement across downtown districts, tourism, hospitality, nonprofit, municipal, and corporate organizations.

Skilled at translating organizational goals into impactful marketing and communications initiatives that strengthen visibility, build meaningful partnerships, increase engagement, and support long-term community and organizational growth. Recognized for balancing strategic vision with hands-on execution while leading complex projects, aligning cross-functional teams, managing stakeholders, and creating collaborative solutions that deliver lasting impact.

EXPERIENCE

Founder & Marketing Communications Consultant

March 2022 - Present

Within the Influence Media

Founded and currently lead a boutique marketing consultancy providing strategic marketing leadership for nonprofit, tourism, hospitality, government, and corporate organizations, helping brands strengthen their visibility through integrated marketing strategy, digital storytelling, audience engagement, and community-driven communications.

- Lead integrated marketing strategy, digital communications, content development, website management, public relations, and community engagement initiatives for a diverse client portfolio.
- Partner with municipalities, destination organizations, nonprofits, local businesses, and community stakeholders to develop public-facing marketing initiatives that strengthen brand awareness, community engagement, and economic vitality.
- Direct campaign strategy, creative direction, client communications, and cross-functional project execution while ensuring consistent brand positioning across digital and traditional marketing channels.
- Supported organizations including Visit Corpus Christi, Visit Windsor Colorado, Elizabeth River Crossings, DriveERT, NOSH Noco, and Audi through strategic marketing, digital communications, and audience engagement initiatives.
- Develop industry-specific campaigns while collaborating with clients, vendors, and community partners to execute initiatives that increase visibility, strengthen stakeholder relationships, and support organizational growth.
- Recognized by the Texas Film Commission as a registered service provider, supporting film and creative productions throughout the Coastal Bend region.
- Contributed volunteer marketing support to Visit Corpus Christi's #CCSelfieChallenge, reinforcing destination branding and authentic community engagement.

Board Member – Marketing & Communications

January 2026 - Present

Rockport Cultural Arts District

Support strategic marketing and communications initiatives that strengthen community engagement, promote arts and cultural programming, and enhance the visibility and impact of the Rockport Cultural Arts District.

- Collaborate with fellow board members, local businesses, community stakeholders, and municipal partners to support public events, organizational initiatives, and long-term district growth.
- Contribute to digital communications, newsletter development, destination storytelling, and community outreach that celebrate Rockport's unique cultural identity.

Interim Marketing & Events Director

January 2024 - September 2024

WaterStreet Restaurants Ltd.

Selected to lead integrated marketing and communications initiatives for WaterStreet Restaurants' portfolio of seven hospitality concepts, 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, while strengthening destination visibility through integrated marketing, public relations, event promotion, and community-focused communications.

- Led content strategy, storytelling, and promotional campaigns across multiple restaurant concepts, maintaining a cohesive brand voice while increasing audience engagement and reinforcing Downtown Corpus Christi's hospitality and dining experience.
- Planned and executed signature community events, including Texas Oyster Round Up and Surftoberfest, driving visitor engagement, supporting local tourism, and contributing to the vibrancy of Downtown Corpus Christi.
- Partnered with executive leadership, vendors, downtown businesses, tourism organizations, and community partners to develop collaborative marketing initiatives that strengthened regional visibility and supported downtown economic activity.
- Managed integrated marketing initiatives across hospitality, catering, retail, and special events while balancing multiple brands, audiences, and business objectives within one of Downtown Corpus Christi's premier hospitality organizations.

EXPERIENCE (CONTINUED)

Public Relations and Programming Manager

March 2021 - March 2022

Corpus Christi Downtown Management District

Provided strategic marketing leadership for Downtown Corpus Christi by developing integrated marketing, public relations, placemaking, and community programming initiatives that strengthened destination branding, increased visibility, fostered stakeholder engagement, and supported downtown economic development.

- Directed strategic marketing campaigns and signature placemaking initiatives aligned with the organization's five-year vision, strengthening community engagement, stakeholder collaboration, and public trust.
- Led the revitalization of the Downtown Business Association following the COVID-19 pandemic, re-engaging downtown businesses, strengthening stakeholder relationships, and creating new opportunities for collaboration and community involvement.
- Developed and expanded high-impact placemaking initiatives, including Monthly ArtWalk (20,000+ attendees), the weekly Run Club, the DMD Holiday Series, and other community programs designed to increase downtown activation and visitor engagement.
- Reimagined First Friday ArtWalk into immersive ArtWalk Block Parties, increasing community participation and reinforcing Downtown Corpus Christi as a vibrant destination for residents and visitors.
- Fostered partnerships with Visit Corpus Christi, the City of Corpus Christi, downtown businesses, community stakeholders, and regional media outlets, including KIII and KRIS, to support collaborative programming, destination marketing, and public outreach.
- 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, board presentations, and executive communications that improved transparency, stakeholder engagement, and organizational awareness.
- Supervised and mentored Event Coordinator and Graphic Design Intern while fostering cross-functional collaboration across programming, events, marketing, and communications.

Travel Writer & Destination Storyteller

January 2019 - Present

Beauty Within the Hills Blog

- Write travel guides and destination stories featuring communities, local businesses, attractions, and unique travel experiences across the United States.
- Share original travel content through blogs, photography, and social media, combining storytelling with a passion for discovering places and the people behind them.

Marketing & Communication Consultant

September 2024 - Present

GeniusVets / Prosites

Recruited to strengthen marketing and communications during a period of organizational growth, expanding responsibilities across three healthcare technology brands while leading integrated campaigns, conference marketing, and cross-functional initiatives.

- Directed marketing strategy for 70+ annual conferences, trade shows, and industry events, including campaign planning, email marketing, social promotion, booth collateral, lead generation, and post-event communications.
- Led multi-brand content marketing initiatives spanning newsletters, marketing emails, blogs, landing pages, press releases, executive thought leadership, and customer communications.
- Partnered with executive leadership and cross-functional teams to deliver integrated marketing campaigns, strategic communications, and brand initiatives.
- Developed marketing playbooks, campaign workflows, and operational documentation that improved collaboration, onboarding, and campaign execution across multiple teams.

Social Media & Communications Manager

March 2022 - December 2022

Elizabeth River Crossings, an Abertis company

August 2019 - February 2021

Led the organization's brand voice and integrated communications strategy across social media, email marketing, website content, and public education initiatives for the Hampton Roads region's 51-mile transportation network, connecting communities through strategic public communications that supported regional mobility and economic vitality.

- Developed strategic communications campaigns that strengthened public understanding, community trust, and stakeholder engagement for regional transportation initiatives.
- Partnered with the Virginia Department of Transportation, community stakeholders, and regional media to communicate infrastructure projects and public-facing initiatives.
- Produced reports, presentations, digital content, print collateral, and multi-channel marketing assets that ensured clear, consistent public communications.
- Supported executive communications, organizational transparency, and customer experience through strategic messaging, internal communications, and operational process improvements.

EDUCATION

Walsh University

Master's of Business Administration (MBA), 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

AREAS OF EXPERTISE

- Community Engagement & Outreach
- Stakeholder & Partnership Development
- Integrated Marketing Strategy
- Strategic Communications
- Destination & Tourism Marketing
- Public Relations & Media Relations
- Event Strategy & Placemaking
- Community Storytelling
- Board & Cross-Functional Collaboration
- Project & Program Management
- Brand Strategy & Positioning
- CRM & Relationship Management
- Marketing Operations
- Content Strategy & Planning