THOMAS AVERY

Marketing Director | Creative Direction & Production

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PROFILE

Marketing Director combining creative direction with hands-on production across three hospitality brands. Independently built Wix and Shopify websites; produces original films, photography, and campaigns while coordinating with leadership, managers, and outside partners.

EXPERIENCE

Montaluce Winery & Restaurant | Marketing Director

Dahlonega, GA | July 2025-Present

- Sole in-house marketing and creative professional across Montaluce, 7Pie, and Trattoria di Montaluce.
- Initially handled most campaign planning and production independently. Now turn ideas and schedules from outside marketing partner SSG, plus leadership direction, into finished creative.
- Independently redesigned and rebuilt the primary Wix website and designed and built the Shopify storefront.
- Modernized visual direction and created a Brand + Content Guide for internal and agency consistency.
- Produce original films, reels, photography, motion graphics, and digital and print campaign assets for wine, dining, events, and guest experiences.
- Drove a 169% increase in Instagram-referred website traffic and a 25% increase in total website sessions, as reported in Wix analytics.

Club Rhett LLC | Event Coordinator & Wedding DJ

Atlanta, GA | 2023-2024

- Planned, promoted, and executed live events, coordinating timelines, vendors, guest experience, and live hosting.

Geekermon YouTube Channel | Video Editor

Atlanta, GA | 2018-2019

- Edited long-form videos in Premiere Pro for a creator with more than 100,000 subscribers; collaborated on pacing, storytelling, titles, thumbnails, and creative direction.

TOOLS & SKILLS

Primary: Adobe Premiere Pro, Photoshop, After Effects, Illustrator; Wix, Shopify, Canva.

Additional: DaVinci Resolve. Film editing, photography, campaign creative, visual direction, web design, ecommerce, and creative coordination.

EDUCATION

Georgia Institute of Technology | B.S. Literature, Media, and Communication

2021-2025