

THOMAS AVERY

Marketing Director | Content, Film, Brand & Digital
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PROFILE

Marketing Director and multidisciplinary creator producing films, photography, campaigns, websites, and brand systems. Hands-on experience across hospitality brands, ecommerce, social content, and independent video production.

EXPERIENCE

Montaluce Winery & Restaurant — Marketing Director

Dahlonega, GA | July 2025–Present

- Lead brand, content, and digital marketing across Montaluce, 7Pie, and Trattoria di Montaluce.
- Independently redesigned and rebuilt the primary Wix website and designed and built the Shopify storefront.
- Modernized the visual direction and completed a Brand + Content Guide for internal and agency consistency.
- Produce original films, reels, photography, motion graphics, and promotional 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.
- Manage social content and campaign execution across digital and print touchpoints.

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.

Geekermom 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 video 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, and ecommerce.

EDUCATION

Georgia Institute of Technology — B.S. Literature, Media, and Communication
2021–2025