

Avery Lane Maxwell

Hospitality leader · Front office, guest experience, and independent inns

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SUMMARY

Nine years in resort and inn hospitality, from the north gate of Yellowstone to a fifteen-room inn at nine thousand feet. Most recently Resident Innkeeper and Director of Guest Experience and Brand Performance at the Frisco Inn on Galena; before that Assistant Director of Front Office at Elevation Hotel and Spa in Crested Butte. Led a full property migration to OPERA and trained two properties on it; carried revenue, marketing and guest relations for a gateway hotel; and built a small independent press from a front desk. Calm in a full lobby, exact with a ledger, and at home in a mountain season.

EXPERIENCE

Resident Innkeeper and Director of Guest Experience and Brand Performance

Frisco Inn on Galena · Frisco, Colorado

July 2025 to October 2026

- Ran the day-to-day operation of a fifteen-room boutique inn: guest services, front desk, housekeeping coordination, breakfast service, spa operations and property standards.
- Worked across every department to keep the guest experience personal, support the staff, and hold the inn's reputation for hospitality by hand.
- Guided the inn's tone and messaging across its platforms; managed reservations, rates and guest correspondence in RezStream, and wrote the inn's newsletters and seasonal communications.

Assistant Director of Front Office

Elevation Hotel and Spa · Crested Butte, Colorado

April 2024 to June 2025

- Ran the front office of a mountain resort attentively and efficiently across summer and winter seasons, while protecting room revenue and occupancy.
- Worked with Sales and Reservations to deliver group and VIP requests; answered and followed up on guest feedback daily, in person and on social channels.
- Led guest-service training within the department; set the standard for demeanor, appearance and teamwork in a fast-paced lobby.

Assistant Innkeeper

Frisco Inn on Galena · Frisco, Colorado

May 2023 to April 2024

- Every side of a small inn: front desk, reservations, breakfast service and guest care.

Front Desk Agent

Chico Hot Springs Resort and Spa · Pray, Montana

March to May 2023

Hospitality Trainer, OPERA PMS

Rush Creek Lodge · Groveland, California

December 2022 to March 2023

- Trained the front office teams of both of the company's properties on OPERA and carried the full front-office integration.

Front Desk Lead

The Omni Grove Park Inn · Asheville, North Carolina

October 2021 to November 2022

Operations Manager and Front Office Manager Revenue and Marketing Manager

The Ridgeline Hotel at Yellowstone (formerly a Best Western) · Gardiner, Montana · May 2017 to March 2021

November 2019 to March 2021

May 2017 to November 2019

- Carried revenue, marketing and guest relations at the north entrance to Yellowstone; certified as the property's Best Western Sales Champion and through Worldwide Sales.
- Moved up to oversee hotel revenue, daily operations and the front office; completed the property's full configuration from its old PMS to OPERA.

Alongside, in Gardiner: Activities Manager, Yellowstone Year Round Safaris, 2017 to 2019. Group travel inside Yellowstone National Park, daily operations and all billing.

Earlier, 2011 to 2017: restaurant front-of-house management and service in Georgia (Rachetti's Pub, Outback Steakhouse) and retail.

GALENA HOUSE

Founder and Publisher

2023 to present

Galena House · Frisco, Colorado

- An independent literary house built from the front desk. Published the novel *Still, by Design*. in hardcover, paperback, ebook and audiobook (2025); produces Galena House Audio, a scored essay podcast; builds and runs the house's own websites, mailing list and reading app.

SKILLS

Front office leadership · OPERA PMS (implementation and training) · RezStream · Revenue and yield management · Guest recovery and VIP handling · Training and team development · Scheduling and payroll · QuickBooks · Microsoft 365 and Google Workspace · Marketing, newsletters and social media · Food and beverage service

CERTIFICATIONS AND COMMUNITY

Member of the Colorado Authors League · Best Western Sales Champion · Worldwide Sales certification · Food handler certificate · Rotary International, member since 2009

EDUCATION

Banks County High School, Homer, Georgia · Diploma, 2013