

# ALLISON MAXWELL

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## Professional Experience

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*The Studio Creative Group, DeLand, FL*

2017-Present

**Owner**

Responsible for the management and artistic direction of commercial and theatrical film and photo productions  
Primary editor for all commercial productions  
Edited the Emmy Award Winning "Virtually Yours: A Night at the Athens Theatre"  
Managed front office operations for company  
Managed all personnel issues, including hiring, payroll, and scheduling  
Work as Director on commercial and narrative projects as required.

*CMT Performing Arts Academy, Ormond Beach, FL*

2012-Present

**Company Director**

Responsible for the management and artistic direction of dance instruction and operations  
Developed curricula for certified dance programs for ages 3-18  
Directed class scheduling and customer service for over 300 students  
Coordinated all company travel and performances, including travel arrangements, fundraising, competition and convention registration and scheduling  
Taught dance classes for styles ranging from ballet to hip-hop to students from ages 3 to adult

*DanceSpirations Performing Arts Academy, Swannanoa, NC*

2007-2011

**Company Director**

Responsible for the management and artistic direction of three competitive dance companies  
Developed curricula for certified dance programs for ages 3-18  
Directed class scheduling, account management, and billing for over 150 students 7 teachers, and 12 student assistants  
Managed front office operations for both the dance studio and companies  
Coordinated all company travel and performances, including travel arrangements, fundraising, competition and convention registration and scheduling  
Taught dance classes for styles ranging from ballet to hip-hop to students from ages 3 to adult

*Curves for Women, Asheville, NC*

2006-2008

**General Manager**

Managed a staff of 5 fitness coaches, including scheduling and payroll  
Directed marketing and recruitment of new members and as such, helped realize a membership increase of over 45% and increased the member retention rate to nearly 90%  
Managed customer accounts and billing, including collections and recurring payments  
Highly focused on customer service and helping members stay motivated and reach their fitness goals

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## Education

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University of North Carolina at Asheville, Asheville, NC

2003-2007

*Bachelor's Degree –Literature and Creative Writing*

Salem College

2000-2002

*Bachelor's Degree – English and Communications – Transferred into UNCA*