

JOSHUA LEE BRYANT

Operations & Business Development Manager | Marketing & Business Strategy Consultant

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SUMMARY

Experienced operations and business development leader for a growing multi-location mental health practice and former Small Business Development Center consultant supporting entrepreneurs across diverse industries. Proven track record of increasing revenue, improving net margins, and streamlining operations through data-driven business strategy analysis, process improvements, technology implementation, and strategic planning. Adept at developing and executing marketing, growth, and sales strategies that enhance profitable customer acquisition for companies. Also experienced as a small business owner providing web design, SEO, and strategic marketing support to local businesses. This hands-on experience is reinforced by advanced, practice-oriented business education from leading universities, including a Doctorate of Business Administration in progress at Edgewood University, a Master of Science in Management & Leadership, and a Bachelor of Science in Business Administration (Marketing concentration), offering strategic and analytical depth comparable to, and in key areas more specialized than, traditional MBA programs.

EDUCATION

- **Doctor of Business Administration** | Edgewood University | In Progress
- **Master of Science in Management & Leadership** | Western Governors University | 2025
- **Professional Certificate – Advanced Business Strategy** | Darden School of Business – University of Virginia (Remote) | 2025
- **Bachelor of Science in Business Administration (Concentration in Marketing)** | Western Governors University | 2024
- **Professional Certificate – Specialization in Entrepreneurship** | Wharton – University of Pennsylvania (Remote) | 2024

WORK EXPERIENCE

Operations & Business Development Manager | Anchoring Hope Counseling, PLLC

October 2025 – Present

- Increased monthly revenue from \$38K to \$51K and improved net margins from 7.5% to 10.2%.
- Participated in staff hiring and termination decisions, including interviewing and selection processes.
- Prepared monthly financial analysis reports for all locations to guide strategic and operational decisions.
- Managed patient and clinician scheduling, onboarding, documentation, complaints, and insurance billing.
- Expanded the total addressable market by developing partnerships to accept Medicaid, enabling the practice to serve an underserved population.
- Led a change management initiative to implement a new integrated EHR and CRM platform, increasing operational efficiency while also reducing operational costs by eliminating redundant systems and consolidating workflows into comprehensive platforms.
- Designed and implemented secret-shopper style clinician review sessions using trained patients to evaluate quality of care, leading to targeted coaching and one necessary termination.
- Created and operationalized a scalable hiring formula to guide clinician onboarding decisions.
- Conducted targeted research to support improved treatment protocols and clinical outcomes.
- Planned and executed daily social media and blog content to drive organic patient acquisition.
- Built email and SMS automation workflows for patient onboarding and Google review generation.
- Developed and maintained the company website, including CRO and SEO strategies.

Marketing Consultant | Small Business Development Center (SBDC)

January 2022 – October 2025

- Provided tailored consulting services to over 60 small businesses, helping them improve operations, marketing strategies, and financial management.
- Delivered small business development workshops on strategic planning, digital marketing, and business growth strategies.
- Built actionable, data-driven plans to address client challenges and capitalize on market opportunities.

Business Strategy, Marketing, & Web Design Services | www.JoshuaLeeBryant.com

March 2021 – Present

- Conducted comprehensive business assessments, evaluating operations, marketing, and financial performance, to identify growth opportunities and prioritize high-ROI initiatives for clients.
- Developed and implemented strategic roadmaps, including pricing, positioning, and service offering improvements, to enhance efficiency, customer retention, and overall profitability.
- Developed tailored marketing strategies to help over 200 small businesses acquire new customers and increase revenue.
- Designed, developed, and maintained websites with a strong focus on SEO and conversion optimization.
- Nurtured leads and generated sales through multiple channels, including ads and cold calling, converting them into long-term clients.

Assistant Manager | Domino's

December 2016 – March 2021

- Analyzed operations to assess performance and identify opportunities for cost reduction and process improvement.
- Managed cash handling, bank deposits, and employee performance to maintain smooth operations.

Front-End Manager | Food City

June 2013 – December 2016

- Led and supervised employees in sales, inventory management, and customer service operations.
- Handled customer inquiries and complaints, ensuring a positive shopping experience.

SKILLS

- Business Strategy, Strategic Planning & Financial Analysis
- SEO & Digital Marketing
- Operations & Business Development Management - Leadership
- B2B & Direct Sales
- Customer Service

PROFESSIONAL AFFILIATIONS

- National Society of Leadership and Success
- American Marketing Association

CERTIFICATIONS

- NEPQ Sales Certification
- 10X Marketing Certification
- Neuro-Linguistic Programming Certification

TECHNICAL PROFICIENCIES

Website Development & Domain Management: Duda, Squarespace, GoDaddy, Wix, Namecheap, Shopify, Carrd, and Adalo.

SEO & Competitor Analysis Tools: Semrush, SEOptimer, Similarweb, BrightLocal, Google Search Console, and Ubersuggest.

Marketing, CRM & Advertising Platforms: Blip Billboards, Google PPC (Search and YouTube), Meta (Facebook & Instagram), GoHighLevel, Zapier, Omnisend, MailerLite, ZOHO, Therapy Notes, and Loomly.

Other Tools: Adobe Lightroom, Photoshop, Premiere Pro, Canva, Microsoft Office (PowerPoint, Excel, Word), Google Workspace, Calendly, and Zoom.