

# JOSHUA LEE BRYANT

## Director of Operations & Business Development | Marketing & Business Strategy Consultant

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### SUMMARY

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Operations and business development leader with direct profit and loss responsibility for a growing multi-location mental health practice, overseeing operations and business development across all company locations. Possesses strong business acumen and a record of growing sales and profits, including increasing monthly revenue from \$38K to \$80K and improving net margins from 7.5% to 25.8%. Experienced in developing forward-thinking corporate strategies and measurable goals to meet revenue, profitability, growth, and operational targets. Former Small Business Development Center consultant supporting entrepreneurs across diverse industries and current small business owner providing web design, SEO, and strategic marketing support. Skilled in financial analysis, process improvement, technology implementation, strategic planning, sales strategy, and profitable customer acquisition.

### EDUCATION

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- Franchise Certification Program | Haslam College of Business, University of Tennessee | 2026
- 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

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#### Director of Operations & Business Development | Anchoring Hope Counseling, PLLC

*October 2025 - Present*

- Oversee operations and business development across all company locations, aligning people, systems, strategy, and growth initiatives with company targets.
- Hold direct profit and loss responsibility, guiding revenue, margin, staffing, technology, and operational decisions.
- Increased monthly revenue from \$38K to \$80K and improved net margins from 7.5% to 25.8%.
- Develop and execute forward-thinking corporate strategies and measurable goals to grow sales, improve profitability, and meet operational targets.
- Prepare monthly financial analysis & KPI reports for all locations to guide strategic, operational, and staffing decisions.
- Participate in staff hiring and termination decisions, including interviewing, selection, performance review, and organizational fit evaluation.
- 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 reducing costs by eliminating redundant systems and consolidating workflows.
- 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.
- Managed patient and clinician scheduling, onboarding, documentation, complaints, and insurance billing workflows.
- Conducted targeted research to support improved treatment protocols, clinical outcomes, and operational decision-making.
- 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](http://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

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- Business Strategy, Strategic Planning & Financial Analysis
- Operations & Business Development Leadership
- Profit and Loss Management
- Revenue Growth & Margin Improvement
- SEO & Digital Marketing
- B2B & Direct Sales
- Customer Service

## PROFESSIONAL AFFILIATIONS

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- National Society of Leadership and Success
- American Marketing Association

## CERTIFICATIONS

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

## TECHNICAL PROFICIENCIES

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**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, TherapyNotes, and Loomly.

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