



DENNIS WRIGHT

FITNESS OPERATIONS LEADER | MEMBERSHIP GROWTH | TEAM DEVELOPMENT

CERTIFIED PERSONAL TRAINER & NUTRITION COACH

Dynamic fitness and wellness leader with 10+ years of experience driving membership growth, leading high-performing teams, and creating exceptional member experiences. ISSA Certified Personal Trainer and Nutrition Coach with a proven record of increasing revenue, improving retention, and building energized fitness cultures. Passionate about developing people, growing memberships, and creating an environment where members and staff thrive.

SELECTED ACHIEVEMENTS

- ★ Increased clinic revenue through consultative sales and membership growth initiatives.
- ★ Led and developed teams ranging from boutique wellness studios to organizations with 250+ employees.
- ★ Combined fitness expertise with business leadership to improve member retention, team performance, and operational growth.

CONTACT

📞 561-376-9559
✉️ Dwrightmodern@gmail.com
📍 Cape Coral, Florida

CERTIFICATIONS

- 🏋️ ISSA CERTIFIED PERSONAL TRAINER
- 🍏 ISSA CERTIFIED NUTRITION COACH
- 🌿 ENGLA CERTIFIED HORTICULTURIST

CORE COMPETENCIES

- ✓ Membership Sales & Growth
- ✓ Fitness Club Operations
- ✓ Team Leadership & Coaching
- ✓ Member Experience
- ✓ Personal Training
- ✓ Nutrition Coaching
- ✓ Member Retention
- ✓ Sales Strategy & Consultative Selling
- ✓ Staff Development & Training
- ✓ KPI & Performance Management
- ✓ Community Outreach & Events
- ✓ Scheduling & Operational Oversight

PROFESSIONAL EXPERIENCE



CLINIC MANAGER

2024 – 2026

Optimal Wellness | St. Petersburg, FL

- Directed daily operations for a rapidly growing wellness clinic specializing in hormone optimization, weight management, IV therapy, peptides, and recovery services.
- Increased clinic revenue through consultative sales, membership programs, and an exceptional client experience.
- Recruited, coached, and developed high-performing staff while maintaining outstanding customer service standards.
- Built partnerships with local gyms and wellness businesses to generate referrals and expand community presence.
- Planned educational events and promotional campaigns that consistently increased patient acquisition and retention.
- Managed scheduling, inventory, provider coordination, KPIs, and daily operations.



STUDIO MANAGER

2022 – 2024

Balance House Sauna & Cold Plunge | St. Petersburg, FL

- Managed operations for a boutique recovery studio specializing in infrared sauna, cold plunge, red light therapy, and compression recovery.
- Grew memberships through relationship-driven sales and personalized member engagement.
- Educated members on recovery protocols and wellness benefits to maximize results.
- Coordinated staffing, scheduling, studio presentation, and day-to-day operations.
- Developed community partnerships and local marketing initiatives that increased brand awareness and member retention.
- Delivered an exceptional member experience through consistent communication and follow-up.



MANAGING PARTNER

2013 – 2022

South Beach Media | Palm Beach, FL

- Directed operations across multiple locations supporting more than 250 employees.
- Built, mentored, and coached high-performing sales teams while developing future leaders.
- Created KPI dashboards, incentive programs, and accountability systems that improved productivity and employee retention.
- Oversee recruiting, onboarding, leadership development, and operational strategy for a multimillion-dollar organization.
- Cultivated a culture centered on accountability, performance, and exceptional customer experience.

EDUCATION



FLORIDA STATE UNIVERSITY

Bachelor of Science, Business Management

NCAA Division I Lacrosse Athlete • Offensive Captain