

Juliana Allocca

Visionary Entrepreneur Bridging Cultures Through Authenticity and Innovation

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🏠 Madison, New Jersey United States

👤 EXECUTIVE SUMMARY

Visionary entrepreneur and storyteller with a passion for authenticity, wellness, and purpose-driven growth. As the founder of Podclean, Juliana has dedicated herself to amplifying voices of resilience and entrepreneurship, especially those from underrepresented communities. Her entrepreneurial journey is driven by a commitment to conscious creativity, leveraging her Brazilian heritage to bridge cultures and introduce wellness-focused products, like her latest açai-based energy drink, to the U.S. market. Juliana's leadership is characterized by integrity, innovation, and a focus on empowering individuals and teams to achieve meaningful, impactful outcomes.

🔧 SKILLS

- Purpose-Driven Leadership
- Entrepreneurship
- Brand Development
- Health and Sustainability Advocacy
- Global Expansion
- Podcast Creation
- Community Building
- Empowerment
- Local Market Knowledge
- Strategic Planning
- Empowerment of Underserved Communities
- Social Media Marketing
- Storytelling and Content Creation
- Cross-Cultural Communication

🏢 WORK EXPERIENCE

Founder & Podcast Host | Podclean |

January 2023 - Present Present | Podclean | New York City Metropolitan Area | United States

- Pioneered a Storytelling Platform: Founded Podclean to amplify the voices of Brazilian immigrants, providing a platform for impactful storytelling that highlights resilience and entrepreneurial journeys.
- Cross-Industry Community Building: Expanded the scope of the podcast to feature successful individuals from diverse industries, fostering cross-industry networking and meaningful connections.
- Celebrated Authentic Narratives: Dedicated to creating an inclusive space that values real, unscripted stories, cultivating an audience that feels seen, inspired, and empowered.

Founder & CEO

2022 - Present Present | House Cleaning Company | Unknown | United States

- Launched and Scaled Operations: Established a New York-based house cleaning business focused on supporting immigrant staff, ensuring fair practices and personal growth opportunities.
- Team Empowerment: Implemented team engagement strategies centered around professional development and empowerment, emphasizing an environment of support and continuous improvement.
- Business Growth and Management: Led operational growth, overseeing everything from staffing and training to client relationship management, ensuring high-quality service delivery.

Founder & Digital Strategist

September 2018 - Present | ColorBox Social Media Marketing Agency | New York City Metropolitan Area | United States

- Customized Social Media Solutions: Developed and executed tailored social media strategies to address the unique needs of clients, from content creation to audience engagement.
- Innovative Content Leadership: Directed a team of creative professionals to produce high-quality, engaging content, leveraging storytelling to enhance brand visibility and resonance across various social platforms.
- Technology and AI Integration: Leveraged cutting-edge AI and automation tools to optimize social media campaigns, enhancing efficiency and maximizing return on investment for clients.

🚀 PROJECTS

ColorBox Social Media Marketing Agency

- Develop and execute tailored social media strategies to meet client needs.
- Lead content creation teams for engaging digital campaigns.
- Utilize AI and automation tools to optimize marketing performance.

House Cleaning Company

- Launched and scaled a house cleaning company supporting immigrant staff.
- Developed team engagement strategies focused on personal growth and empowerment.

Podclean Podcast

- Created a podcast for immigrant cleaners to share stories of resilience.
- Expanded to feature successful Brazilian immigrants from various industries.

🗣️ LANGUAGES

English - Fluent

Portuguese - Fluent

Spanish - Fluent

Italian - Conversational

🎓 EDUCATION

Certification

Conversational English Immersion Program

Berlitz Language Institute

Bachelor's Degree

International Relations and International Studies

University of Bath