

Juliana Bolivar

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SUMMARY

Dynamic and results-driven public administrator with over 11 years of experience in business development, consultancy, and community engagement. Demonstrated success in leading entrepreneurship programs and driving economic development initiatives. Expertise in strategic planning, policy advocacy, stakeholder engagement, and fostering public-private partnerships. Passionate about empowering small businesses and communities through innovative solutions and sustainable growth strategies

CORE COMPETENCIES:

- **Leadership & Management:** Proven ability to lead and manage diverse teams, develop strategic plans, and oversee program implementation.
- **Economic Development:** Expertise in driving economic growth, enhancing community development, and implementing public policies that support business and workforce development.
- **Entrepreneurship Programs:** Skilled in designing, launching, and managing programs that support start-ups and small businesses, providing them with the tools and resources needed for success.
- **Stakeholder Engagement:** Strong track record of building and maintaining relationships with key stakeholders, including government agencies, private sector partners, and community organizations.
- **Business Operations:** Proficient in business transformation, process improvement, financial planning, budgeting, and resource allocation.
- **Public Policy Advocacy:** Experienced in advocating for policies that promote economic development and entrepreneurship, ensuring effective use of public resources.
- **Brand & Marketing:** Expertise in brand positioning, content development, campaign optimization, and communications strategy.
- **Languages:** Fluent in English and Spanish'

SKILLS

- **Strategic Planning & Implementation:** Ability to create and execute strategic plans that align with organizational goals and drive sustainable growth.
- **Economic Policy Development:** Expertise in crafting and advocating for policies that support economic development and entrepreneurship.
- **Program Development & Management:** Skilled in designing and managing programs that provide valuable resources and support to small businesses and entrepreneurs.
- **Financial Management:** Proficient in budgeting, financial planning, and resource allocation to ensure effective use of funds.
- **Stakeholder Engagement & Communication:** Strong ability to engage with and build relationships with diverse stakeholders, ensuring collaborative efforts towards common goals.
- **Public Speaking & Advocacy:** Experienced in delivering presentations and advocating for policies and programs that benefit the community.
- **Analytical & Problem-Solving Skills:** Ability to analyze complex issues, develop innovative solutions, and implement effective strategies.
- **Business Operations:** Business Transformation, Client Service & Support, Process Improvement, Risk Management, Regulatory Compliance, Quality Control
- **Business Development:** Go-to-Market Strategy, P&L Management, Value Proposition, Monetization & Pricing, Forecasting, Consultative Sales, Contract Negotiations, Client Success, Customer Relations, Customer Insights, Strategic Partnerships, Event Planning, Community Relations
- **Brand & Marketing:** Innovation, Brand Vision & Transformation, Creative Direction, Brand Positioning & Messaging, Content Development, Campaign Optimization & SEO/SEM, Communications Strategy, Consumer Research & Engagement
- **Grant Writing:** Proficient in writing grant proposals, developing budgets, and managing funded programs.

EDUCATION AND CERTIFICATIONS

- Master of Public Administration (MPA), Troy University (Expected Graduation: July 2024)
 - Member of Pi Sigma Alpha and Phi Kappa Phi Honor Societies
- Bachelor of Arts in International Business Management, Moravian College
 - Member of Phi Theta Kappa, International Honor Society
- Business Plan Development and Data Management Certificate, University of Medellin

RELEVANT EXPERIENCE

Director, Small Business Development Center at Troy University

2021 – Present

- Lead initiatives to promote small business growth, providing strategic guidance and support.
- Develop and market training programs to enhance entrepreneurial skills.
- Establish partnerships with government, private, and public entities to support program objectives.
- Manage funding streams, compliance, and performance reporting.
- Advocate for small businesses through community presentations and stakeholder engagement.
- Develop presentations for national network conferences to facilitate peer-to-peer professional development.
- Currently overseeing five grants, designing programs that align with the finding agency objectives and goals.
- Write grants and budgets and find personnel for deployment.
- Implement and oversee programs funded by Pike County Schools, the United States Department of Agriculture, the Department of Human Resources, and the Alabama Department of Transportation.

Small Business Consultant, Bolivar Consulting

2017 - 2020

- Guided 22 small business owners to successfully launch new restaurant, daycare, trucking, catering, construction, retail, beauty, art gallery, and studio businesses, and mental health services in 24 months.
- Developed an educational program based on 4 modules including Business Basics, Marketing, Finance, and Sales & Professionalism to assist with new business startups and expand existing businesses.
- Advised 123 people on how to start a business, obtain financing, certifications, and licenses to expand existing operations.
- Assisted disadvantaged Business Enterprises, Women owned businesses, & Minority owned businesses with acquiring certifications & helped 16 businesses apply for PPP, 5 to apply for loan forgiveness, & 31 to apply for state-funded grants.
- Identify business and legal needs among the local business community and develop programs to assist businesses with payroll issues, provide education to remediate issues, and remove red tape by acquiring city permits.
- Developed the small contractor initiative to train small construction companies on best practices for managing public funds, lead certification, and pre-approval to work with city funded projects.
- Help business owners resolve problems with bookkeeping systems, HR, marketing, and growth strategies.
- Assist entrepreneurs to prepare for loans and help finance the community loan fund.
- Lead physical and virtual networking events and educational forums on finance, marketing, entrepreneurship, accounting, and sales and professionalism with up to 120 attendees.
- Restructured educational packages by developing the content into educational modules that have increased completion rates and allowed for greater adaptability to client needs.
- Coordinate with the city and government officials to acquire business, health bureau, and sales tax licenses and authorization for snap benefits and grocery stores.
- Manage the Small Contractor Success Initiative that trains construction businesses on public funding best practices, securing lead certification, presenting proposals, and securing a spot on the city's pre-approval contractor list.
- Launched the Meet the Buyers Exposition in Lehigh Valley that provides small business with networking opportunities with large business and federal, state, and local agencies in a reverse trade show format.

Owner, Biker Wings Sports Bar & Grill

2017 - 2019

- Launched a MotoGP-themed sports bar and grill and managed P&L, finance, marketing, and operations.

Small Business Development Consultancy

2016 - Present

- **MotoGP Racing Company:** Built an Instagram and Facebook page, a fan site, and a sponsors packet with unique motorcycle content to drive engagement that secured larger sponsors such Auteco, KIPO, and Mobil.
- **TRYP Hotel:** Rescued a failing, non-compliant local Hotel with 140 rooms and 36 employees by bringing kitchen sanitation standards in line with governmental regulations, transforming the brand image, establishing an online presence.
- **Transgravas:** Helped a trucking company with \$200k in annual revenue and 4 employees eliminate \$39k in debt by implementing financial platforms to manage tax authorities and a sales quoting system to accurately report sales.

Assistant, LORS Machinery

2014 - 2016

- Led sales, marketing, customer service, and quality control for a business generating \$5MM per year with 20 employees.
- Reduced order preparation time by 50% by automating pricing and standardizing item descriptions for quotes and searches.
- Developed and implemented a system for quote follow-ups to optimize the capture rate after trade shows and meetings.

Manager, Castano Cleaning Services

2012 - 2014

- Led customer service, staff scheduling, & financial operations for a cleaning business with 6 staff & 250k in annual revenue.
- Set up financial reporting that included a Balance Sheet and P&L and Cash Flow statements to maintain compliance, mitigate financial risk, and identify opportunities to increase profitability.
- Implemented a referral system that added 5 additional commercial accounts within 1 year.

- Developed a customizable work plan template to meet customer needs, improve efficiency, and increase productivity.
- Created a quoting system to improve turnaround time and accuracy, implemented surveys to gather customer insights and identify new areas for improvement, and created a customer database for email marketing.

Assistant, DLH Financials

2012

- Served as an advisor for 25 new small business owners in the restaurant, trucking, daycare, and cleaning services industries from onboarding and LLC creation to business plan development.
- Analyzed business finances and collected relevant documentation and data for P&L optimization and tax preparation.
- Oversaw bookkeeping data entry for monthly financials for clients ranging from \$50k to \$1MM.
- Managed customer payroll services to ensure on-time payment while maintaining compliance with all tax regulations.
- Built strategic partnerships with State Farm, Concannon, a local legal firm, and a local financial literacy center to expand founder access to key resources.

COMMUNITY INVOLVEMENT

- Board Member & Development Committee Chair, Turning Point of Lehigh Valley 2019 - 2022
 - Drive organizational decision-making and operations of a domestic violence prevention-based nonprofit.
 - Launched a new monthly giving pledge that has doubled donations and helped secure 10 local business partners.
- Board Member Troy Rotary Club 2022-2024
- Quality Control Committee member of Pike County Department of Human Resources 2022-2024
- Wiregrass RC&D Committee 2024
 - Engaged in community and regional development projects, promoting sustainable economic growth and environmental conservation