# Layla Rodriguez

# RESUME – URBAN BEEKEEPER & POLLINATION ADVOCATE

## Contact Information

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## Professional Summary

Innovative and community-driven Urban Beekeeper and Pollination Advocate with over nine years of experience transforming urban environments through sustainable rooftop apiaries and education initiatives across New York City. Adept at honeybee husbandry, ecosystem restoration, public engagement, and local food entrepreneurship. Respected for championing biodiversity in city landscapes, forging lasting partnerships with businesses and nonprofits, and inspiring environmental stewardship at all ages. Proven leader with a strategic vision for sustainability, urban food security, and pollinator health, with a consistent record of measurable community impact and successful project delivery.

## Key Skills

* **Apiculture:** Queen rearing, selective breeding, integrated pest management, honey harvesting, seasonal apiary planning, and hive health monitoring
* **Sustainability:** Urban ecosystem restoration, rooftop and vertical gardening, native plant cultivation, organic and pesticide-free beekeeping, ecological landscape design
* **Community Engagement:** Public speaking, K-12 and adult education program development, volunteer recruitment, event facilitation, community science initiatives
* **Entrepreneurship:** New product development (honey, beeswax wraps, cosmetics), market research, small business operations, e-commerce, and local supply chain partnerships
* **Policy & Advocacy:** Collaboration with city agencies, advocacy for pollinator protection and sustainable urban policies, grant writing, community petition campaigns
* **Data Analysis:** Pollinator and biodiversity tracking, yield forecasting, GIS mapping of hives and forage zones, environmental data analysis and visualization
* **Media & Outreach:** Blogging, newsletter publishing, guest podcasting, local TV and radio appearances, community media campaigns, social media strategy, photography
* **Event Planning:** Hands-on workshops, honey tastings, school field trips, pollinator garden tours, eco-fairs, and festival coordination

## Professional Experience

### Founder & Head Beekeeper

**Urban Eapiary Collective – Brooklyn, NY, USA**  
*February 2016 – Present* - Founded and manage 18 rooftop apiaries, overseeing 150+ active hives, facilitating pollination for community gardens and urban farms in four boroughs. - Built partnerships with over 30 restaurants, urban farms, schools, and neighborhood groups to enhance local food production, foster biodiversity, and establish sustainable supply chains for honey and wax products. - Spearheaded the “Bees for Brooklyn” initiative, collaborating with local government and volunteers to install pollinator-friendly plantings—resulting in a 40% increase in native pollinator habitats and documented improvements in biodiversity across targeted neighborhoods. - Designed, delivered, and evaluated practical beekeeping and ecology education for 1,200+ students and residents per year, including curriculum co-development with local teachers. - Developed and marketed a diverse line of hyper-local honey varieties and beeswax skincare products, increasing revenue by 70% over three years and expanding distribution to farmers’ markets, specialty grocers, and an online store. - Managed daily operations, budgets, supplier relationships, marketing, and business development; secured ongoing funding from municipal and private grants. - Organized monthly public tours, open hive events, and annual pollinator festivals, promoting environmental awareness and community engagement. - Designed, published, and maintained the Urban Eapiary Collective’s website, blog, and resource library, increasing outreach and education in the broader community.

### Pollinator Program Coordinator

**Green City Initiatives – New York, NY, USA**  
*June 2013 – January 2016* - Developed and facilitated pollinator awareness workshops and training for community gardeners, public school teachers, and nonprofit partners, expanding programming citywide. - Secured and managed $75,000 in grants from municipal, foundation, and corporate sources, enabling the creation of community beekeeping programs, wildflower corridors, and pollinator gardens in public spaces. - Provided expert advice to city council and agencies on pollinator-friendly policy, leading to the establishment of “NYC Pollinator Week,” which drove an 80% increase in community participation and media engagement. - Conducted comprehensive field surveys and biodiversity assessments, co-authoring two published research studies and presenting findings at regional environmental conferences. - Recruited, trained, and managed a volunteer network of over 100 participants for pollinator garden installation, bee colony monitoring, and public outreach events. - Conceived and executed an annual pollinator festival with 400+ attendees, featuring hands-on demos, expert speakers, and local vendor showcases.

## Education & Certifications

* **Bachelor of Science in Environmental Studies**, The New School, 2013
  + Senior thesis: Impact of urbanization on native bee diversity in New York City
* **Certified Master Beekeeper**, Cornell University, 2017
  + Advanced coursework in apiary management, pest and disease mitigation, queen breeding
* **Certificate in Nonprofit Management**, NYU School of Professional Studies, 2019
  + Specialized in community project management, nonprofit administration, and fundraising
* **Continuing Education:**
  + Urban Agriculture Seminar, GreenThumb NYC, 2021
  + First Aid & CPR, American Red Cross, 2020

## Awards & Recognition

* NYC Green Thumb Award (2019)
* Pollinator Partnership Bee Friendly Farm Award (2021)
* Brooklyn Borough President’s Community Environmental Leadership Citation (2022)
* Media features: Guest on WNYC’s “The Brian Lehrer Show,” profile in Edible Brooklyn, and feature interview in The New York Times Metro Section (2021)

## Memberships

* North American Pollinator Protection Campaign
* NYC Urban Agriculture Collective
* American Beekeeping Federation

## Additional Information

* **Languages:** Fluent in English and Spanish; conversational in French
* **Interests:** Urban hiking and foraging, citizen science projects, botanical illustration, rooftop gardening, sustainable cuisine, teaching environmental art workshops, and mentoring aspiring beekeepers