

# Willow Valenzuela

## Bird Control Account Manager & Supervisor

Morristown · New Jersey · US

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## Profile

Resourceful and results-driven Bird Control Account Manager & Supervisor with 17+ years of progressive experience in environmental services and urban wildlife management, including 12 years specializing in bird exclusion systems for commercial and landmark properties. Recognized for expertise in prospecting, team leadership, technical solution design, and compliance with green pest control standards. Proven record of driving business growth through client engagement, precise bidding, and strategic project oversight. Adept at supervising field teams, reading and interpreting blueprints/RFPs, and ensuring impeccable operational safety and environmental stewardship. Committed to Bell Environmental's mission of sustainable, pesticide-free solutions.

## Skills

Bird exclusion system design & installation, Account & client management, Sales prospecting & lead generation, Blueprint & RFP analysis, Proposal development & bidding, Team leadership & staff supervision, OSHA & environmental regulatory compliance, Project management & scheduling, Quality assurance & site audit, Safety protocol development, Conflict resolution & negotiation, Customer training & education, Site inspection & measurement, Urban wildlife management, CRM (Salesforce, Zoho CRM), Microsoft Office Suite, Quoting & estimating software, Report writing & documentation, Budgeting & cost control, Contractor/vendor coordination, Facility solutions consulting, Problem-solving & root cause analysis, Verbal & written communication, Attention to detail, Time management & multitasking,

Valid NJ Driver's License (Clean record)

## Languages

**English | – Present**

Native

**Spanish | – Present**

Conversational

## Awards

### Increased Sales Revenue | 2023-12-31

Drove divisional revenue increases of 35% YoY (2021–2023) by expanding services to regional hospital networks and property management firms.

### Landmark Project Leadership | – Present

Led the successful exclusion system installation at historic Battery Park Pavilion (NYC), resulting in 100% reduction of feral pigeon nesting after one season and commendation from client.

### Safety Record | – Present

Achieved 5 consecutive years with zero lost-time incidents division-wide through hands-on safety leadership and innovative toolbox talks.

### Client Satisfaction | – Present

Maintained a Net Promoter Score (NPS) of 96% across 60+ managed accounts, exceeding industry benchmarks.

### Winning Proposals | – Present

Secured three of the region's highest-value contracts by crafting tailored, eco-focused bids outperforming eight competing firms.

## Certifications

### Certified Bird Control Specialist | 2016-01-01

National Wildlife Control Operators Association

### OSHA 30-Hour General Industry Certification | 2014-01-01

OSHA

### Certified Wildlife Control Professional (CWCP) | 2011-01-01

## Interests

**Restoring vintage bicycle frames | – Present**

**Urban hiking & nature photography | – Present**

## Experience

### Horizon Urban Wildlife Solutions, LLC

Senior Bird Control Manager | 01 Apr 2017 – Present

Oversaw a division focused on bird exclusion services for commercial office parks, hospitals, and historic sites in NJ/NY, managing a team of 9 field technicians and 2 junior supervisors.

- Generated new business pipeline worth \$7.3M across a 7-year tenure through strategic relationship-building with property managers, architects, and municipal partners.
- Designed and approved over 800 technical drawings/specifications for netting, spikes, electrified tracks, and wire barrier systems—achieving a 98% first-inspection pass rate.
- Led site assessment and proposal development, including comprehensive cost estimates, labor schedules, and compliance reports for complex urban installations.
- Trained and mentored technicians in advanced exclusion techniques and safe work practices in compliance with OSHA and state environmental guidelines.
- Achieved a client retention rate above 90% by fostering responsive communication and solutions-focused service.
- Promoted twice: From Bird Control Specialist (2017–2019) to Team Lead (2019–2021), and from Team Lead to Senior Manager (2021–Present).

### GreenShield Environmental Pros

Bird Control Project Supervisor | 01 Mar 2013 – 01 Mar 2017

Supervised installation teams for avian mitigation projects at corporate campuses and transit hubs; responsible for interpreting blueprints and ensuring precise compliance with RFP requirements.

- Improved division net-margin by 21% within two years by recommending streamlined materials sourcing and lean project management practices.
- Led quarterly internal audits on site safety, documentation, and adherence to eco-friendly exclusion specifications.
- Collaborated with the sales director to draft customized scopes of work and present winning bids.
- Managed and developed junior technicians through ongoing hands-on training.
- Notable gap: Took a 9-month family sabbatical between April 2016 and January 2017 (brief part-time consulting during return transition).

### Urban EcoScape Enterprises

Environmental Services Account Representative | 01 Jun 2010 – 01 Feb 2013

Served as primary client contact for environmental services contracts, developing expertise in sales prospecting and client need assessments within the NYC/NJ corridor.

- Supported proposals for pest management and early bird exclusion solutions, collaborating with technical consultants and sales director.
- Transitioned from a general role in environmental landscaping to a focus on urban bird/wildlife solutions as the market evolved.

### GreenForward Grounds Control

Service Technician & Apprentice | 01 Jan 2007 – 01 May 2010

Performed on-site services including basic exclusion device installation (netting, deterrent strip fitting), site inspection, and maintenance for commercial and municipal properties.

- Assisted senior technicians with compliance recordkeeping and safe material handling.
- Earned rapid internal certifications in ladder safety and hazard mitigation; pivoted from an initial horticultural track to urban pest/bird control after first 18 months.

## Education & Training

### Bachelor of Science, Environmental Science

Rutgers University, New Brunswick, NJ

01 Sep 2002 – 31 May 2006

## Projects

### CAD for exclusion system schematics | – Present

Technical proficiency: CAD for exclusion system schematics; Smartsheet project planning

## References

References available upon request.