



ROBERT COLE

ISA CERTIFIED ARBORIST,
PLANT CARE SPECIALIST

CONTACT

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- www.robertcole.social

EDUCATION

ARIZONA STATE UNIVERSITY

- Master of Digital Audience Strategy
- Bachelor of Linguistics

CERTIFICATIONS

ISA CERTIFIED ARBORIST

- ID: WE-15144A (since 2024)

SMARTSCAPE TRAINING

- Spring 2023

SLM CERTIFIED (ALCA)

- ID: S0922-2020 (since 2022)

AZ CERTIFIED LANDSCAPE

PROFESSIONAL (ALCA)

- (since August 2024)

SKILLS

- Yard + HOA Planting Design
- Invasive Species Mitigation
- Soil + Rhizosphere Improvement
- Education + Consultation

LANGUAGES

- English (Native)
- Spanish (Fluent)
- Basque (Basics)
- French (Basics)
- Italian (Basics)
- Chinese (Basics)

PROFILE

Arizona-born Certified Arborist and long-time desert landscape consultant, bilingual in English and Spanish with a passion for teaching and protecting the plant life of the Sonoran Desert. After working in the landscaping industry for over 10 years, I am always seeking to utilize my certifications and talents to help create beautiful desert landscapes and preserve the natural beauty of the Sonoran Desert.

WORK EXPERIENCE

- Plant Health Specialist** 2022-present
ELS Maintenance & Construction
 - Create all content for the ELS Website, Blogs, Monthly Newsletters for Communities, Bulletins about Plant Diseases, etc.
 - Identify plant health issues and potential risk factors at a large scale in HOA and commercial properties and offer practical solutions
 - Educate community managers, HOA board members, and fellow employees on current best practices in Plant Health Care
- Independent Xeriscape & Yard Care Consultant** 2018 - present
Personal Side Business
 - Identify, Prevent, and Treat diseases and other health problems in trees, shrubs, cacti and ground cover in residential properties' landscape spaces
 - Design landscape spaces by emphasizing Arizona native plants and focusing on low-water, xeriscape outcomes whenever possible
 - Consult clients on proper yard maintenance and irrigation strategies
- Plant Salesman & Consultant** 2015 - 2021
Verde Valley Nursery
 - Carried out regular consultations for yard design, plant choices, and plant palettes for residential properties
 - Provided an educational experience for customers seeking knowledge on Sonoran Desert plants, planting, nutrients, disease, etc.
 - Maintained the health of the plants in stock at the nursery at all times

ONLINE CONTENT

AZ Plant Reviews

[Youtube.com/@azplantreviews](https://www.youtube.com/@azplantreviews)

Videos showcasing plants used in Arizona landscaping
1.63K subscribers as of 2/2026

Blogs for ELS Maintenance

elslandscapeaz.com/blog

Monthly blogs offering gardening and landscaping advice for the Phoenix area
2022-present