Robert Silva

Creative direction | digital marketing | UX/UI | AI automation

Miami, Florida | rsilvacreative@gmail.com | https://www.rsilvacreative.com | https://www.linkedin.com/in/rsilvacreative/

PROFESSIONAL SUMMARY

I work across brand identity, digital experience, marketing and practical AI automation. My experience includes hospitality, technology, real estate and consumer brands in the United States and Latin America. I'm comfortable setting direction and doing the hands-on work to bring it to life.

CORE SKILLS

Creative direction & brand systems: Creative direction, Brand strategy and identity, Art direction, Campaign and content systems, Visual storytelling, Creative team leadership.

Digital marketing & growth: Digital marketing strategy, SEO and content strategy, Google Ads, Meta Ads, and LinkedIn Ads, Email marketing, CRM and lead-funnel optimization, Performance analytics.

UX/UI & web experience: User experience and interface design, User flows, wireframes, and prototyping, Usability and accessibility, Responsive web design, WordPress and Elementor, Webflow and Wix, HTML, CSS, and JavaScript.

AI & workflow automation: AI agents and chatbots, Workflow automation, CRM integrations and lead response, AI-assisted content workflows, Product prototyping.

PROFESSIONAL EXPERIENCE

Marketing & Business Development Manager | Maple Haus USA

South Florida | Current

I lead marketing and business development for a South Florida luxury kitchen, cabinetry, interiors and bespoke millwork company.

Marketing Director | ZYX Capital

Miami Beach, Florida | 2024-2025

I led marketing for a commercial real estate investment firm, with work across its brand, website, SEO and demand generation.

- I managed marketing work across the company's digital brand and website.
- I contributed to SEO, demand-generation campaigns and quarterly marketing roadmaps.
- I planned LinkedIn campaigns as part of the firm's digital marketing work.

Lead Content Designer | Premier Worldwide Marketing

Coral Gables, Florida | 2022-2024

I led creative execution for hospitality marketing across Latin America and the Caribbean.

- I produced campaign work for Nickelodeon Resorts and Margaritaville.
- I developed email and digital creative with attention to brand consistency and engagement.
- I used Monday.com workflows to coordinate creative production.

Creative Director | Natives Media

Coral Gables, Florida | 2019-2022

I led an independent creative practice focused on branding, digital marketing and practical automation for small businesses.

- I directed brand and campaign work across social, print, web and events.
- I managed client relationships and coordinated creative collaborators.
- I explored chatbot and workflow automation for property operators and small businesses.

UI/UX Designer | SDSol Technologies

Coral Gables, Florida | 2015-2019

I designed mobile and web product experiences, focusing on usability, accessibility and clear user flows.

- I created user flows, wireframes and interface designs for mobile and web applications.
- I worked with developers and project managers to deliver product features.
- I considered usability and accessibility when making interface decisions.

Interactive Art Director | JLS Agency

Coral Gables, Florida | 2012-2015

I directed interactive and campaign work for hospitality, real estate and corporate clients.

- I led creative development across digital campaigns and multi-channel advertising.
- I worked on campaigns for Marriott Hotels, Shaner Hotel Group and Kreps De Maria PR.
- I developed digital campaign creative for hospitality, real estate and corporate clients.

INDEPENDENT PRODUCT & EDITORIAL WORK

Natives Media

Im building Natives Media as a Miami-born editorial project about design, culture, technology and cinematic living. I also take on selective client work through it.

Primus Tech | Timbre

Im building Timbre, a WhatsApp AI product for property operators, with my cousin Roberto Enrique. Were focused on practical workflows, onboarding and customer validation.

TOOLS & PLATFORMS

Design & prototyping: Adobe Creative Suite, Figma, Canva.
AI & automation: OpenAI GPT, Botpress, Voiceflow, Make, Zapier, n8n, Pinecone.
CRM & marketing: Salesforce, HubSpot, Mailchimp, Klaviyo, ActiveCampaign.
Project collaboration: Notion, Airtable, Monday.com, Asana.

LANGUAGES

English: Native / fluent | **Spanish:** Professional working proficiency