

ROBERT SILVA

Creative Director | AI & Automation Strategist | Marketing Specialist
Miami, FL - 2025

CONTACT

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CORE SKILLS

Creative & Design

- Branding, Visual Identity, Logo Design
- Print & Digital Design (signage, collateral, campaigns)
- UI/UX Design (mobile & desktop apps, wireframes, prototyping)
- Web Design (WordPress, Webflow, Wix)
- Photography & Video Editing (Premiere, After Effects, Lightroom)

Marketing & Strategy

- Digital Campaigns (Google Ads, Meta Ads, LinkedIn Ads)
- Email Marketing (Mailchimp, ActiveCampaign, Klaviyo)
- SEO & Content Strategy
- Multi-platform Campaigns (events, webinars, social)
- Market Research & Performance Analytics

AI & Automation

- AI Agents & Chatbots (Botpress, Voiceflow, OpenAI GPT, Pinecone)
- Workflow Automation (Make, Zapier, N8N)
- CRM Integration & Lead Funnel Optimization (Salesforce, HubSpot)
- AI Content Generation (copywriting, proposals, ad creatives)
- Predictive Analytics & Data Visualization

Leadership & Management

- Cross-functional & Remote Team Leadership (teams in 4+ countries)
- Creative Direction & Strategic Planning
- Project & Client Management (Notion, Monday.com, Asana, Airtable)

LANGUAGES

- English
Natives / Fluent
- Spanish
Professional Writing & Speaking

TOOLS & SOFTWARE

- Design
Adobe Creative Suite, Figma, Canva
- Web/UX
WordPress, Webflow, Wix, Elementor
- AI/Automation
OpenAI GPT, Voiceflow, Botpress, Make, Zapier, N8N, Pinecone
- CRM & Marketing
Salesforce, HubSpot, Mailchimp, Klaviyo, ActiveCampaign
- Project Mgmt
Notion, Airtable, Monday.com, Asana

SUMMARY

Creative professional with 15+ years of experience blending design, marketing, and emerging technologies. I specialize in brand identity, UI/UX, marketing campaigns, and AI-powered automation systems that streamline workflows and drive measurable business results. I've led creative teams across the U.S. and Latin America, producing award-winning designs, high-performing campaigns, and innovative digital solutions for global brands, real estate, hospitality, tech, and consumer products.

PROFESSIONAL EXPERIENCE

Marketing Director - ZYX Capital

Miami Beach, FL | 2023 - 2025

As marketing director for a commercial real estate investment firm, I led the digital transformation of the brand's online presence and demand generation strategy. My role blended creative direction, SEO, and campaign management to drive measurable growth.

- Redesigned the company website with SEO enhancements → 300% increase in organic traffic in six months.
- Led targeted LinkedIn campaigns that boosted engagement by 35% and increased followers by 40%.
- Created quarterly marketing roadmaps → consistent lead generation and higher conversion rates.

Lead Content Designer – Premier Worldwide Marketing

Coral Gables, FL | 2022 – 2024

At this global marketing agency, I spearheaded the creative execution of campaigns for world-renowned resorts in Latin America and the Caribbean. My work balanced design excellence with performance-focused strategies that elevated client visibility.

- Produced campaigns for Nickelodeon Resorts & Margaritaville across LatAm & the Caribbean.
- Increased engagement by 15% through optimized email strategy.
- Improved creative workflows with Monday.com → 20% efficiency gain.

Creative Director – Natives Media

Coral Gables, FL | 2019 – 2022

Founded and scaled my own creative agency specializing in branding, digital marketing, and AI-powered solutions. I managed client relationships, directed a team of creatives, and built automation tools that streamlined operations for small businesses.

- Directed a 10-person team on branding & campaign launches → increased client visibility by 25%.
- Implemented AI-powered chatbots for landlords & Airbnb hosts → improved customer response time by 40%.
- Produced multi-channel campaigns (social, print, web, events) ensuring consistent brand voice.

UI/UX Designer – SDSol Technologies

Coral Gables, FL | 2015 – 2019

Collaborated with developers and project managers to design seamless mobile and web app experiences. I focused on usability testing, user flows, and accessibility, ensuring products delivered both function and delight.

- Designed mobile & web app experiences with a focus on accessibility and usability.
- Reduced onboarding time through optimized user flows.
- Collaborated with dev teams to deliver intuitive product features on time.

Interactive Art Director – JLS Agency

Coral Gables, FL | 2015 – 2019

Led a cross-functional creative team at a full-service agency, delivering campaigns for hospitality, real estate, and corporate clients. My work focused on brand strategy, digital campaigns, and innovative visual storytelling.

- Directed design & digital campaigns for clients including Marriott Hotels, Shaner Hotel Group, Kreps De Maria PR.
- Drove brand visibility with innovative digital-first campaigns.
- Managed ad strategies across multiple platforms to align with client goals.