



Richard Smotherman

Prime Minister of Graphic Design

mobile: 727-344-9865

email: richard@richardsaddress.com

portfolio: www.richardsaddress.com

6813 Rosemary Drive, Tampa FL 33625

Education

- Bachelor of Fine Arts from the **Center For Creative Studies** in Detroit, Michigan (1998)
- **Training courses** at **St. Pete College**, Fred Prior, etc. in Indesign, Photoshop and the Adobe Creative Cloud
- **Continuing education** in design software, marketing, and business, via podcasts, courses and seminars

Skills

- Experienced in a diverse range of industries
- Adobe Creative Cloud
 - Adobe Illustrator
 - Adobe InDesign
 - Adobe Photoshop
 - Adobe XD
 - Adobe Premiere
- Public presentation
- WordPress

Interests

- Marketing & sales trends
- Talking to people
- Martial arts
- Theology
- Economics
- Inventing
- Manufacturing
- Cardboard

Request Secret Portfolio

I'm currently updating my portfolio with newer work including web & video pieces. In the meantime, check out these pieces that I am not permitted to publish publicly:

richardsaddress.com/QuickPort

Experience

- 2018-2019
Elite Marketing Account Executive
Sales prospecting • Cold calls • Set up HubSpot CRM • Sold direct mail, vacation incentives, benefits like Telemedicine, ID Protection, Roadside Assistance, Travel Savings • Wrote scripts, shot, edited and produced marketing videos for benefits • Live group presentations • WordPress landing pages
- 2017
Marketopia Prospect Engagement Consultant
Prospecting • Cold calls for Managed Service Providers • Set appointments for MSP clients.
• Client interfacing • Set appointments for Marketopia sales team • Promoted IT industry seminar
- 2016-Current
a2b MOTION (contract) Prime Minister of Graphic Design
Direct mail campaigns • Copywriting • Marketing • UI (User Interface) • Print/web design • Prepress
• WordPress • Sales funnels • Appointment setting cold calls
- 2015
Radius Marketing Group Creative Director
Created multiple physical/email direct marketing pieces for A/B split testing • Copywriting
• Created website • Product development • Video editing
- 2014-2015
a2b MOTION / WhiteLine Creative Prime Minister of Graphic Design
Ad campaigns, logos, e-blasts, website designs, web banners, brochures, etc. • Concepted and created successful print/web direct mail campaigns • Pitched multiple jobs • Publicly delivered marketing presentations • Contributed to SEO metric standards for WLC • Illustrated story boards and graphics for video production department
- 2004-2014
(ISC)² (International Information Systems Security Certification Consortium) Design Team Supervisor
Contributed to and produced numerous ad campaigns, logos, e-blasts, web banners, brochures, etc.
• Concepted and created successful print/web direct mail campaigns, generating thousands of leads
- 2003-2004
Contract/Freelance Art Director
Major Clients: Six Flags, Owens Corning, Auto Trader, Cox Communications, La-Z-Boy, Ford Credit, and Comcast • Contract: W. B. Doner Advertising, Young & Rubicam, and Mars Advertising
- 2003-2005
Quirkshop Clothing Co. Co-Owner and Creative Director
Sole clothing and website designer for Quirkshop, Detroit Old School, and TorsoTubes • Media placement • Produced, from concept to completion, screen printed apparel and accessories
- 2001-2003
Ovation Direct Marketing Senior Graphic Designer
Concepted and created a majority of the print pieces and web promotions • Achieved great response in automotive direct mail, up to 9%, in an industry where 1-3% is considered successful
- 2000-2001
Magnetic Web Designer
Created web page layout design to be handed over to back end developers

