

# RICHARD SMOTHERMAN

## Multimedia Graphic Designer & Video Editor

Remote / Hybrid (Tampa, FL)

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### PROFESSIONAL SUMMARY

Multimedia designer and video editor with 15+ years of experience producing high-quality visual content for in-house marketing teams. Specialized in end-to-end video production, motion graphics, and branded creative across digital, web, and campaign environments. Known for translating complex ideas into clear, engaging visual content that supports product marketing, brand storytelling, and audience engagement. Experience working in technical and regulated industries, including cybersecurity.

### CORE SKILLS

Video Production (scripting, shooting, editing, post-production, Adobe Premiere Pro)

Motion Graphics & Animation (After Effects, branded assets)

Graphic Design & Visual Content (Adobe CC: Photoshop, Illustrator, InDesign)

Multimedia Content Development (web, email, social, campaigns)

Generative AI Workflows for Video & Content Production

Brand & Creative Asset Development

WordPress & Content Publishing

Marketing Content & Campaign Support

CRM & Marketing Automation (Salesforce / Pardot / HubSpot)

Analytics & Performance Tracking (GA4, YouTube Studio)

## **PROFESSIONAL EXPERIENCE**

### **Founder / Operator**

#### **Westchase Local Business Showcase (WLBS) - Tampa, FL**

##### **Feb 2025 - Present**

- Founded and operate a hyper-local direct mail and digital marketing platform serving Westchase-area businesses
- Designed and built the website (WordPress), including all visual layout and branding
- Produced full promotional video including scripting, shooting, lighting, audio, editing, and graphics
- Designed all ad creative, layouts, and branding for a 9×12 jumbo postcard mailed to ~10,000 homes
- Managed CRM (HubSpot), vendors, production timelines, and distribution logistics

### **Digital Marketing Specialist**

#### **Abacode Cybersecurity & Compliance - Tampa, FL**

##### **Feb 2020 - Jan 2026**

- Produced and edited video content, motion graphics, and visual assets supporting campaigns and webinars
- Created content simplifying complex cybersecurity and compliance concepts
- Built landing pages and supported SEO-driven content strategy
- Developed automated email campaigns using Salesforce Account Engagement (Pardot)
- Managed website content and optimization (WordPress, SEMrush, Yoast)
- Managed YouTube and Vimeo channels

### **Account Executive / Sales & Video Marketing**

#### **Elite Marketing, Inc. - Tampa Bay Area**

##### **2018 - 2020**

- Led end-to-end video production including scripting, shooting, editing, and motion graphics
- Produced multimedia content for marketing and sales initiatives

- Designed reusable creative templates and assets
- Supported sales through visual content and presentations

## **Prospect Engagement Consultant**

Marketopia - Clearwater, FL

**Jul 2017 - May 2018**

- Conducted high-volume outbound prospecting (100+ calls/day)
- Set qualified appointments and supported sales teams
- Maintained CRM data and refined outreach messaging

## **Multimedia Designer & Video Producer (Contract)**

A2B Motion - Remote

**2016 - Present**

- Produced video, graphics, landing pages, and direct mail campaigns
- Owned full creative execution from concept to delivery
- Created pitch decks and visual sales materials

## **ADDITIONAL EXPERIENCE**

Creative Director - Radius Marketing Group

Design Team Supervisor - (ISC)<sup>2</sup>

Senior Graphic Designer - Ovation Direct Marketing

Art Director (Contract) - Doner, Young & Rubicam, Mars Advertising

## **EDUCATION**

Bachelor of Fine Arts - Center for Creative Studies, Detroit, MI