

# RICHARD SMOTHERMAN

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Video Producer | Marketing Content Creator for Technical Products

Remote / Hybrid (Tampa, FL)

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## Professional Summary

Video production and marketing content professional with 15+ years of experience creating visual content that explains complex technical products and services. Background includes producing video, graphics, and digital marketing assets for cybersecurity and technology organizations, supporting marketing campaigns, product storytelling, and sales enablement.

Experienced producing video content from concept through delivery including scripting, filming, editing, and publishing. Comfortable working with marketing, product, and sales teams to develop marketing campaigns, product demonstrations, training materials, and social media video.

## Core Skills

- Video Production (scripting, shooting, editing, publishing)
- Product Demonstration & Explainer Video
- Marketing Content Creation
- Visual Storytelling for Technical Products
- Graphic Design & Marketing Visuals
- Social Media Video Content
- Presentation Deck Design
- Content Marketing & Campaign Assets
- WordPress & SEO (Yoast, SEMrush)
- Email Campaigns & Drip Sequences
- CRM & Marketing Automation (Salesforce / Pardot / HubSpot)

- Analytics & Reporting (GA4, YouTube Studio)

## **Tools**

- Adobe Premiere Pro
- Adobe After Effects (basic motion graphics and logo animation templates)
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Canva
- WordPress
- YouTube Studio
- Google Analytics (GA4)
- AI-assisted creative tools

## **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
- Led all prospecting, sales conversations, client engagement, and deal closing
- Designed ad creative, layouts, and branding for a 9×12 jumbo postcard mailed to ~10,000 homes
- Built and manage the website using WordPress and implemented HubSpot CRM
- Coordinated print vendors, production timelines, and distribution logistics
- Produced marketing visuals, promotional assets, and campaign content supporting local advertising initiatives

### **Digital Marketing Specialist - Abacode Cybersecurity & Compliance, Tampa, FL**

Feb 2020 – Jan 2026

- Produced video content, blogs, white papers, and visual marketing assets supporting marketing campaigns

- Created marketing videos, interview content, and promotional assets used across digital campaigns and web platforms
- Drove increased website traffic and inbound leads through content creation, SEO optimization, and landing page development
- Built and managed automated email drip campaigns using Salesforce Account Engagement (Pardot)
- Maintained and optimized WordPress website using Yoast SEO and SEMrush
- Managed YouTube and Vimeo channels including video publishing, optimization, and analytics tracking

### **Account Executive / Sales & Video Marketing - Elite Marketing, Inc., Tampa Bay Area**

2018 – 2020

- Owned end-to-end video production for marketing and sales initiatives including scripting, filming, editing, and animation
- Produced marketing videos and promotional content used in sales conversations and client acquisition
- Designed reusable video templates and creative systems supporting white-labeled marketing products
- Created graphic design assets and marketing visuals supporting outbound campaigns and presentations

### **Prospect Engagement Consultant - Marketopia, Clearwater, FL**

Jul 2017 – May 2018

- Conducted high-volume outbound prospecting for a marketing agency serving MSPs and VARs
- Set highly qualified sales appointments for technology clients and internal sales teams
- Maintained CRM documentation in Salesforce and refined outreach messaging

### **Prime Minister of Graphic Design / Marketing & Video (Contract) - A2B Motion, Remote**

2016 – Present

- Produced video, graphics, landing pages, and marketing campaigns supporting lead generation
- Owned end-to-end video production including filming, editing, publishing, and creative execution

- Developed PowerPoint pitch decks and marketing presentations used in client acquisition

## **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