

RICHARD SMOTHERMAN

Cybersecurity Marketing Specialist | Content, Creative, Website & Brand Support

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PROFESSIONAL SUMMARY

Cybersecurity-focused marketing and creative professional with 15+ years of experience supporting cybersecurity, compliance, B2B technology, MSP, VAR, and certification organizations through content marketing, website updates, campaign development, email nurture, webinars, event marketing, design, video production, and sales enablement. Brings rare depth in cybersecurity-industry context through long-tenure work with ISC2 and Abacode, including CMMC (Cybersecurity Maturity Model Certification) awareness and compliance-focused marketing for organizations handling CUI (Controlled Unclassified Information). Hands-on across WordPress, SEO, marketing automation, Adobe Creative Cloud, CRM platforms, analytics, and multi-channel asset production, with strong alignment to brand standards, quality control, content accuracy, timeline management, documentation, and cross-functional coordination. Known for translating technical, compliance-heavy, and certification-driven topics into clear marketing that supports awareness, lead generation, pipeline growth, thought leadership, PR support, and partner/channel initiatives while using AI-assisted workflows to accelerate content and creative production.

CORE SKILLS

- Cybersecurity marketing, B2B tech marketing, compliance marketing, CMMC awareness, content marketing, website updates, brand standards, quality control, content accuracy, documentation
- Campaign execution, landing pages, email campaign production, nurture / drip campaigns, marketing collateral, event marketing, marketing schedules, timeline management, cross-functional coordination
- Thought leadership assets, white papers, research reports, certification marketing, membership marketing, newsletters, HTML emails, presentations, video content production, PR support, vendor coordination
- WordPress, Yoast, SEMrush, Google Analytics 4, Google Tag Manager, UTM tracking, Salesforce Account Engagement (Pardot), HubSpot, Adobe Creative Cloud, Canva, YouTube, Vimeo

TOOLS & PLATFORMS

CRM / Automation: HubSpot, Salesforce, Salesforce Account Engagement (Pardot), Mailchimp

Web / Analytics: WordPress, Yoast, SEMrush, Google Analytics 4, Google Tag Manager, UTM tracking, basic SEO / technical SEO

Creative / Content: Adobe Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Canva, PowerPoint

Collaboration / AI: Asana, Microsoft Teams, ChatGPT, Microsoft Copilot, AI-assisted creative and image/video workflows

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist | Abacode Cybersecurity & Compliance

2020 - 2026

Tampa / St. Petersburg, FL

- Produced blogs, white papers, landing pages, campaign visuals, webinar materials, and video content supporting brand awareness, lead generation, and pipeline growth for a cybersecurity and compliance firm.
- Created CMMC (Cybersecurity Maturity Model Certification) marketing assets including white papers, landing pages, email campaigns, webinar promotion, and a four-part CMMC masterclass video series focused on compliance readiness.
- Built and managed automated email campaigns and nurture flows in Salesforce Account Engagement (Pardot), supporting demand generation and ongoing prospect engagement for compliance and cybersecurity offerings.
- Managed ongoing WordPress website updates, SEO improvements using Yoast and SEMrush, and technical content publishing for a B2B cybersecurity audience, helping maintain usability, accuracy, and search visibility.
- Produced and edited Abacode's weekly cybersecurity YouTube show, UNHACKED!, managing end-to-end production including shooting, lighting, audio, editing, and publishing to support brand visibility and content marketing efforts.

- Created and reviewed paid and organic campaign assets including downloadable content, ads, graphics, landing pages, and supporting sales-enablement materials while maintaining brand consistency and message quality across deliverables.
- Coordinated shifting priorities across campaigns, managed video publishing in YouTube and Vimeo, and supported cross-functional execution timelines for marketing content used across digital channels.

Design Team Supervisor / Senior Graphic Designer | ISC2

2004 - 2014

Clearwater, FL

- Served as a key in-house creative lead for the global nonprofit cybersecurity certification organization behind CISSP and other recognized security certifications.
- Developed concepts and executed quarterly integrated campaigns promoting certifications, training, webinars, research publications, events, and membership initiatives across print and digital channels.
- Led end-to-end creative execution for ads, web banners, email graphics, newsletters, display graphics, trade show materials, white papers, research-based publications, and campaign collateral in coordination with internal stakeholders and outside vendors.
- Supported awareness campaigns tied to evolving industry requirements, including a major U.S. Department of Defense directive-related certification initiative.
- Created materials for flagship programs and events including Security Congress, GISLAs, ISLAs, award programs, trade show environments, executive presentations, and member-facing communications.
- Helped launch and support the chapter program, including original logo development, website template design, recurring HTML newsletters, and supporting communications materials aligned to emerging brand standards.
- Collaborated across executives, marketing, sales, vendors, PR-related stakeholders, and international teams, contributing to campaign execution, standards development, and executive communications during a 9+ year tenure supporting a global member base of roughly 80,000.

Prospect Engagement Consultant | Marketopia

2017 - 2018

Clearwater, FL

- Conducted high-volume outbound prospecting for a marketing agency serving MSPs, VARs, and technology providers.
- Set qualified sales appointments for client and internal sales teams while maintaining accurate Salesforce records.
- Supported attendance-building efforts for conferences and industry events and refined messaging to improve lead quality.

Account Executive / Sales & Video Marketing | Elite Marketing, Inc.

2018 - 2020

Tampa Bay Area, FL

- Sold marketing and promotional solutions across multiple industries, including IT-related and identity-protection offerings.
- Produced video, presentation, and design assets that supported outbound sales, proposals, and client-facing communication.

Founder / Operator | Westchase Local Business Showcase

2025 - Present

Tampa, FL

- Built and operate a local media and direct-mail platform, leading sales outreach, branding, campaign design, website management, CRM use, and performance tracking.
- Demonstrates current hands-on ownership of marketing operations, creative production, vendor coordination, and client communication.

ADDITIONAL EXPERIENCE

Creative Director, Radius Marketing Group; Graphic Design / Marketing & Video (Contract), A2B Motion; Senior Graphic Designer, Ovation Direct Marketing; Art Director (Contract), Doner, Young & Rubicam, and other agency / creative roles.

EDUCATION

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