

# RICHARD SMOTHERMAN

## Creative Marketing Manager (Social, Content, Design)

In-House / Remote / Hybrid (Tampa, FL)

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### PROFESSIONAL SUMMARY

Hands-on creative marketing professional with 15+ years of experience across social media content, video production, print and digital design, WordPress, copywriting, and campaign support. Known for building brand-aligned creative assets from concept through execution, supporting small teams with in-house production, and translating business goals into practical marketing materials that drive awareness, engagement, and leads. Strong background in Adobe Creative Cloud, website updates, analytics, and multi-channel content creation.

### CORE SKILLS

- Social Media Content Creation & Management
- Video Production (scripting, shooting, editing, publishing)
- Print & Digital Collateral (flyers, brochures, ads, signage)
- Brand Standards & Creative Asset Development
- Photography, Videography & Creative Direction
- WordPress, HTML/CSS & Website Updates
- Marketing Copywriting & Campaign Support
- Analytics & Reporting (GA4, campaign performance)
- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere, Lightroom, Acrobat Pro)

## PROFESSIONAL EXPERIENCE

### Founder / Operator

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

##### Feb 2025 - Present

- Founded and operate a hyper-local marketing platform serving Westchase-area businesses through direct mail, digital promotion, and community-focused advertising
- Led all prospecting, sales conversations, client engagement, and deal closing
- Designed all ad creative, layouts, branding, and print production for a 9x12 jumbo postcard mailed to ~10,000 homes
- Built and manage the website in WordPress; created promotional content and implemented HubSpot CRM
- Coordinated vendors, production timelines, distribution logistics, and creative deliverables across print and digital touchpoints
- Established repeat advertisers and long-term local business relationships

### Digital Marketing Specialist

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

##### Feb 2020 - Jan 2026

- Produced video content, blogs, white papers, social graphics, and visual assets supporting top- and mid-funnel marketing initiatives
- Drove website traffic and inbound leads through content creation, landing page support, SEO optimization, and campaign asset development
- Built and managed automated email drip campaigns using Salesforce Account Engagement (Pardot) to support pipeline growth
- Maintained and optimized the WordPress website using Yoast SEO and SEMrush; supported brand consistency across digital properties
- Developed creative assets, landing pages, and digital ads supporting paid campaigns and broader marketing initiatives
- Managed YouTube and Vimeo channels, including publishing, optimization, and performance tracking; contributed to ongoing content distribution

- Contributed to marketing execution that strengthened brand positioning and supported Abacode's acquisition by Thrive

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

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

#### **2018 - 2020**

- Sold marketing and promotional solutions across hospitality, travel, employee benefits, IT services, and identity protection sectors
- Owned end-to-end video production for sales and marketing use, including scripting, shooting, editing, animation, audio, and stock sourcing
- Designed reusable video templates, sales materials, and creative systems supporting white-labeled products used by multiple client brands
- Produced graphic design assets and visual marketing materials supporting outbound sales, presentations, and brand communication
- Managed outbound sales efforts, client conversations, and follow-up throughout the sales cycle

## **Prospect Engagement Consultant**

### **Marketopia - Clearwater, FL**

#### **Jul 2017 - May 2018**

- Conducted high-volume outbound prospecting (100+ calls/day) for a marketing agency serving MSPs and VARs
- Set highly qualified sales appointments for Marketopia clients, supporting owners and sales teams with close-ready opportunities
- Generated qualified appointments for Marketopia's internal sales team with strong appointment hold rates
- Promoted and drove attendance for Marketopia-supported in-person conferences and industry events
- Maintained accurate CRM documentation in Salesforce and refined call scripts to improve lead quality

## **Prime Minister of Graphic Design / Marketing & Video (Contract)**

### **A2B Motion - Remote**

#### **2016 - Present**

- Produced video, graphics, landing pages, direct mail, and social-ready creative assets supporting lead generation and brand visibility
- Owned end-to-end video production, including shooting, editing, publishing, and creative execution
- Supported sales funnels and appointment-setting initiatives through content, messaging, campaign assets, and light web updates
- Delivered full creative execution from concept to completion across print, web, video, and branded collateral
- Conducted targeted outbound calling in support of a reputation management product, contributing to pipeline development
- Collaborated with leadership to develop pitch decks, sales presentations, and branded materials 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