

# RICHARD SMOTHERMAN

Native Digital Content Creator | Video Production, Editing & Platform Content

Tampa, FL | Open to Remote / Hybrid

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## PROFESSIONAL SUMMARY

Hands-on content creator with 15+ years of experience producing visual assets and supporting marketing content for lean teams, including 8+ years of professional video production experience. Background includes planning, shooting, editing, light motion graphics, and turning raw footage into polished assets for web, social, and campaign support.

Known for owning projects from concept through delivery, working independently when needed, and repurposing content into multiple usable pieces for digital channels.

## CORE SKILLS

- Video Production (planning, shooting, lighting, audio capture)
- Video Editing & Post-Production (Adobe Premiere Pro)
- Short-Form / Social Cutdowns & Repurposing
- Digital Content Creation for YouTube, Instagram, and Web
- Graphic Design & Light Motion Graphics
- Interview, Talking-Head, and Promotional Content
- Production Support, Asset Organization & Workflow
- WordPress, SEO, GA4, YouTube Studio, Vimeo

## PROFESSIONAL EXPERIENCE

### Founder / Operator | Westchase Local Business Showcase (WLBS)

*Tampa, FL | Feb 2025 – Present*

- Built and operate a local advertising platform, leading creative, outreach, sales, and production from concept through delivery.
- Designed ad layouts, branding, and promotional assets for a 9×12 jumbo postcard mailed to approximately 10,000 homes.
- Built and manage the website in WordPress, implemented HubSpot CRM, and coordinated vendors, production schedules, and delivery logistics.
- Created supporting visual content and promotional materials used to market placements and communicate the offer clearly to advertisers.

### Digital Marketing Specialist | Abacode Cybersecurity & Compliance

*Tampa / St. Petersburg, FL | Feb 2020 – Jan 2026*

- Produced video content, blogs, white papers, landing pages, and campaign visuals supporting awareness and lead generation.
- Managed content production from idea through publication, including scripting, editing, visual asset creation, and channel support.
- Maintained and optimized the WordPress website and supported SEO improvements using Yoast and SEMrush.
- Managed YouTube and Vimeo publishing, optimization, and performance tracking for marketing video content.
- Built and managed automated email campaigns in Salesforce Account Engagement (Pardot) to support nurture and pipeline activity.

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

*Tampa Bay Area | May 2018 – Feb 2020*

- Owned end-to-end video production for sales and marketing use, including scripting, shooting, editing, animation, audio, and asset sourcing.
- Produced branded visual assets and reusable video templates supporting presentations, white-labeled products, and outbound sales efforts.
- Balanced hands-on creative execution with client conversations and sales follow-up across the full cycle.

**Prospect Engagement Consultant | Marketopia**

*Clearwater, FL | Jul 2017 – May 2018*

- Conducted high-volume outbound prospecting for an MSP / VAR-focused marketing agency and set qualified appointments for internal and client sales teams.
- Helped drive attendance for conferences and events while strengthening campaign, messaging, and funnel support skills.

**Marketing & Creative Contractor | A2B Motion**

*Remote | 2016 – Present*

- Produced video, graphics, landing pages, and direct mail assets supporting lead generation and brand visibility.
- Managed projects from concept through final production across print, web, and video for a lean organization.

**TOOLS**

Adobe Premiere Pro, Photoshop, Illustrator, InDesign, Acrobat, After Effects (light), WordPress, Yoast, SEMrush, GA4, YouTube Studio, Vimeo, HubSpot, Salesforce Account Engagement (Pardot).

**ADDITIONAL EXPERIENCE**

Design Team Supervisor – (ISC)<sup>2</sup> | Creative Director – Radius Marketing Group | 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