

# RICHARD SMOTHERMAN

Content & Media Strategist | Video, Email, Social & Thought Leadership

Tampa, FL

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## PROFESSIONAL SUMMARY

Content and media strategist with 15+ years of marketing and creative experience and approximately 8 years of professional hands-on video production supporting lean in-house teams. Experienced creating articles, white papers, newsletters, landing pages, social content, email campaigns, webinars, sales enablement, and video assets for B2B, technology, compliance-heavy, and professional-services audiences. Strong fit for financial-services marketing because of repeated work translating complex, regulated, and trust-sensitive topics into clear content that supports awareness, advisor/client education, lead generation, and pipeline growth. Hands-on across WordPress, SEO, Mailchimp/Pardot-style email workflows, CRM support, Adobe Creative Cloud, YouTube/Vimeo publishing, analytics, and practical AI-assisted content workflows.

## CORE SKILLS

Content Strategy & Editorial Planning | Thought Leadership | Advisor/Client Education Content | Articles, Blogs & White Papers • Video Production & Editing | Short-Form Video | YouTube Content | Scripting | Interview/Testimonial-Style Content | Publishing Workflows • Email Marketing | Newsletters | Lead Nurture | Marketing Automation Support | Mailchimp, HubSpot, Salesforce Account Engagement (Pardot) • Social Media Content | Content Calendars | Campaign Asset Development | Landing Pages | WordPress, Divi, Yoast, SEMrush • Financial/Compliance-Adjacent Marketing | B2B Technology | Sales Enablement | Stakeholder Collaboration | Executive-Facing Content Support • Adobe Premiere Pro, Photoshop, Illustrator, InDesign, Acrobat | GA4, Google Tag Manager, UTM Tracking | YouTube Studio, Vimeo | AI-Assisted Creative Workflows

## PROFESSIONAL EXPERIENCE

**Digital Marketing Specialist** | Abacode Cybersecurity & Compliance | Tampa / St. Petersburg, FL | Feb 2020 - Jan 2026

- Produced content across blogs, white papers, landing pages, webinars, social assets, email campaigns, and video to support awareness, education, demand generation, and sales enablement for a cybersecurity and compliance firm.
- Translated complex CMMC, CUI, cybersecurity, and compliance topics into clear marketing materials for executives, business owners, and technical buyers, creating a strong parallel to financial-services content that must be accurate, trust-building, and compliance-aware.
- Created and supported a four-part CMMC masterclass video series, including planning, production support, editing, publishing, and campaign integration across web, email, and sales channels.
- Built and managed automated email campaigns and nurture flows in Salesforce Account Engagement (Pardot), including re-engagement programs designed to move previously engaged contacts back toward MQL readiness.
- Maintained and optimized the WordPress website, including landing pages, SEO improvements using Yoast and SEMrush, content publishing, page updates, and campaign tracking with GA4, GTM, and UTMs.
- Managed YouTube and Vimeo publishing, optimization, and performance tracking for recurring marketing video content, including the UNHACKED! cybersecurity show and campaign-related video assets.

**Founder / Operator** | Westchase Local Business Showcase | Tampa, FL | Feb 2025 - Present

- Built and operate a local advertising platform serving Westchase-area businesses through direct mail, web, sales outreach, content, CRM use, and campaign tracking.
- Developed positioning, sales messaging, advertiser communications, website content, and promotional materials for a shared-cost 9x12 postcard mailed to roughly 10,000 homes.
- Design ad layouts, write client-facing copy, manage advertiser expectations, coordinate vendors, maintain the WordPress site, and use HubSpot CRM to support lead tracking and follow-up.
- Sold out the first card with 14 standard ads and 2 double-size placements, demonstrating practical ability to connect marketing strategy, messaging, sales execution, and production delivery.

**Account Executive / Sales & Video Marketing** | Elite Marketing, Inc. | Tampa Bay Area, FL | May 2018 - Feb 2020

- Sold marketing and promotional solutions while producing video, design, and presentation assets used in outbound sales, proposals, and client-facing communication.
- Owned end-to-end video production for sales and marketing use, including scripting, shooting, lighting, audio, editing, stock sourcing, simple motion graphics, and template creation.
- Created reusable video and design systems for white-labeled client offerings, helping a lean team deliver polished content without heavy vendor dependency.

**Prospect Engagement Consultant** | Marketopia | Clearwater, FL | Jul 2017 - May 2018

- Conducted high-volume outbound prospecting for a marketing agency serving MSPs, VARs, and technology providers, strengthening understanding of B2B messaging, lead quality, and pipeline support.
- Set qualified sales appointments, promoted conference attendance, maintained detailed Salesforce records, and refined outreach messaging based on prospect response patterns.

**Marketing & Creative Contractor** | A2B Motion | Remote | 2016 - Present

- Produce video, graphics, landing pages, direct mail, pitch decks, and sales-support materials that help leadership communicate offers, generate interest, and support business development.
- Apply practical AI-assisted creative workflows for image generation/editing, image-to-video concepts, voice/video tools, and content variation while finishing assets in Adobe and web platforms.

**Design Team Supervisor / Senior Graphic Designer** | ISC2 | Clearwater, FL | 2004 - Jan 2014

- Served as an in-house creative lead for the global nonprofit cybersecurity certification organization behind CISSP and related credentials, supporting a professional audience with high trust and accuracy requirements.
- Developed integrated campaign materials for certifications, training, webinars, research publications, events, membership initiatives, chapter communications, executive presentations, and trade show programs.
- Created white papers, newsletters, display graphics, web banners, email graphics, collateral, and publication layouts while collaborating with executives, marketing, sales, vendors, and international stakeholders.
- Helped launch and support the chapter program, including logo development, website template design, recurring HTML newsletters, and member-facing communication assets.

**ADDITIONAL EXPERIENCE**

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