

RICHARD SMOTHERMAN

Marketing Manager | MSP, Demand & Campaign Operations

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PROFESSIONAL SUMMARY

B2B marketing generalist with 15+ years of experience supporting pipeline growth through campaigns, email nurture, CRM workflows, web, content, and sales-aligned execution. Background includes cybersecurity marketing, CRM automation, landing pages, event promotion, and direct collaboration with sales teams in lean environments. Distinctive fit for this role: hands-on MSP channel exposure through Marketopia, where I set qualified appointments for both Marketopia's internal sales team and MSP/VAR clients, supported conference promotion, and worked inside Salesforce-driven outreach.

CORE SKILLS

- Demand Generation & Campaign Execution
- Lead Nurture & Follow-Up Workflows
- Sales Enablement & Pipeline Support
- MSP / VAR / Cybersecurity Marketing
- CRM & Marketing Automation
- Salesforce / Pardot / HubSpot
- Email Campaigns & Drip Sequences
- Landing Pages, WordPress & SEO
- Event / Webinar Promotion Support
- Analytics, Reporting & Adobe CC

PROFESSIONAL EXPERIENCE

Founder / Operator

Westchase Local Business Showcase (WLBS) — Tampa, FL | Feb 2025 – Present

- Built and operate a local advertising platform, owning campaign planning, sales outreach, creative production, website management, and advertiser follow-up.
- Implemented HubSpot CRM and supporting workflows for prospect tracking, follow-up, and client communication.
- Created direct-mail, landing-page, and promotional assets used to generate leads, close advertisers, and retain repeat business.
- Coordinate vendors, timelines, messaging, and delivery across multiple stakeholders in a lean operating environment.

Digital Marketing Specialist

Abacode Cybersecurity & Compliance — Tampa, FL | Feb 2020 – Jan 2026

- Produced blogs, white papers, landing pages, email content, video, and campaign assets supporting top- and mid-funnel demand generation in cybersecurity.
- Built and managed automated email drip campaigns in Salesforce Account Engagement (Pardot) to support nurture, follow-up consistency, and pipeline growth.
- Developed landing pages and creative assets for paid and organic campaigns; maintained WordPress properties with Yoast SEO and SEMrush.
- Supported sales-adjacent marketing execution by creating content and assets that improved lead capture, engagement, and overall brand positioning.
- Managed YouTube and Vimeo publishing, optimization, and performance tracking.

Account Executive / Sales & Video Marketing

Elite Marketing, Inc. — Tampa Bay Area | May 2018 – Feb 2020

- Managed outbound sales conversations and follow-up while producing supporting video and creative assets used in presentations, outreach, and sales enablement.
- Owned end-to-end video production and built reusable content systems that supported multiple client campaigns and white-labeled marketing initiatives.
- Contributed both revenue-facing sales execution and campaign support, strengthening message-to-market alignment.

Prospect Engagement Consultant

Marketopia — Clearwater, FL | Jul 2017 – May 2018

- Conducted high-volume outbound prospecting for a marketing agency serving MSPs and VARs, typically making 100+ calls per day.
- Set qualified appointments for both Marketopia's internal sales team and for Marketopia clients, giving direct exposure to MSP-channel messaging, offer positioning, and lead qualification.
- Supported event and conference promotion through phone outreach and follow-up.
- Maintained accurate Salesforce records, refined call scripts, and helped improve lead quality and appointment readiness for sales teams.

Marketing & Creative Contractor

A2B Motion — Remote | 2016 — Present

- Produced landing pages, direct mail, video, and sales-support materials for a lean organization requiring hands-on execution across marketing and creative.
- Built PowerPoint pitch decks, messaging assets, and campaign materials used in client acquisition and follow-up.

ADDITIONAL EXPERIENCE

Earlier experience includes Creative Director (Radius Marketing Group), Design Team Supervisor (ISC)², Senior Graphic Designer (Ovation Direct Marketing), and Art Director contract work for Doner, Young & Rubicam, and Mars Advertising.

EDUCATION

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