

# RICHARD SMOTHERMAN

Video Producer & Editor | Content Creator | Visual Storyteller

Tampa, FL

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## PROFESSIONAL SUMMARY

Video producer, editor, and visual content professional with hands-on experience creating branded content from concept through delivery, including scripting, shooting, lighting, audio capture, editing, design, and publishing. Background spans in-house marketing teams, contract work, and sales support, with production across interviews, testimonials, educational content, promotional videos, social assets, landing pages, and YouTube content. Strong in Adobe Premiere Pro, Photoshop, Illustrator, and practical AI-assisted workflows that improve speed without replacing production fundamentals. Working knowledge of After Effects for simple motion graphics, logo builds, and template-driven animation.

## CORE SKILLS

Video Production • Videography • Graphic Design • AI Content Creation • Generative AI Workflows • Adobe Premiere Pro • Photoshop • Illustrator • After Effects • Basic Motion Graphics • Scripting • Storyboarding • Camera Operation • Lighting Setup • Audio Recording • Video Editing • Social Media Content • YouTube • Meta Creative • Thumbnails • Brand Assets • Testimonial Videos • Landing Pages • WordPress • SEO • Content Strategy

**Tools:** Adobe Premiere Pro, Photoshop, Illustrator, After Effects, InDesign, Acrobat, HeyGen, Creatify, ElevenLabs, Runway, WordPress, HubSpot, Salesforce Account Engagement (Pardot), GA4, YouTube Studio, Vimeo, SEMrush, Yoast

## PROFESSIONAL EXPERIENCE

### **Founder / Operator** | Westchase Local Business Showcase (WLBS) - Tampa, FL

*Feb 2025 - Present*

- Built and operate a local media and marketing platform, owning creative direction, design, messaging, sales, and production.
- Designed print and digital creative assets, landing pages, and branded marketing materials for local business campaigns.
- Applied AI-assisted creative workflows for text-to-image, image editing, and image-to-video production to create marketing assets and promotional content.
- Produced an explainer video and supporting promotional assets to help market ad placements, clarify the offer, and support sales outreach.
- Manage website content, CRM workflows, production timelines, and vendor coordination end to end.

### **Digital Marketing Specialist** | Abacode Cybersecurity & Compliance - Tampa, FL

*Feb 2020 - Jan 2026*

- Produced video content, blogs, white papers, and visual assets supporting top- and mid-funnel marketing initiatives.
- Drove website traffic and inbound leads through content creation, SEO optimization, and landing page support.
- 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.
- Developed creative assets and landing pages supporting PPC and paid campaigns.
- Managed YouTube and Vimeo channels, including publishing, optimization, and performance tracking.

### **Account Executive / Sales & Video Marketing** | Elite Marketing, Inc. - Tampa Bay Area

*May 2018 - Feb 2020*

- Sold marketing and promotional solutions across hospitality, travel, employee benefits, IT services, and identity protection.
- Owned end-to-end video production for sales and marketing use, including scripting, shooting, editing, animation, audio, and stock sourcing.
- Designed reusable video templates and creative systems supporting white-labeled products used by multiple client brands.
- Produced graphic design assets and visual marketing materials supporting outbound sales and presentations.
- 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 for a marketing agency serving MSPs and VARs.
- Set highly qualified sales appointments for Marketopia clients and internal sales teams.
- Maintained accurate CRM documentation in Salesforce and refined call scripts to improve lead quality.

**Graphic Design / Illustration / Marketing & Video (Contract) | A2B Motion - Remote**

*2016 - Present*

- Produced video, graphics, landing pages, and direct mail campaigns supporting lead generation and brand visibility.
- Used AI-assisted tools for prompt-to-video concepts, logo creation, and promotional graphic versioning, bringing selected assets into Illustrator for vectorization and final production.
- Delivered creative execution from concept to completion across print, web, and video.
- Collaborated on PowerPoint pitch decks and sales presentations 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