

RICHARD SMOTHERMAN

Graphic Designer | Cybersecurity Brand, Campaign, Digital & Print Design

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PROFESSIONAL SUMMARY

Graphic designer and creative professional with 15+ years of experience supporting cybersecurity, compliance, B2B technology, MSP, VAR, and certification organizations through brand-aligned campaign design, digital assets, print collateral, event materials, presentations, video, and cross-channel creative execution. Brings unusual depth in cybersecurity-industry context through long-tenure design and marketing work with ISC2 and Abacode, including concept-to-completion campaign development for complex technical and compliance-driven subject matter. Strong in Adobe Creative Suite with hands-on experience across Photoshop, Illustrator, InDesign, Premiere Pro, and production-ready asset development for web, email, social, events, sales enablement, and thought leadership content. Working familiarity with Figma, After Effects, storyboarding, and motion-support workflows.

CORE SKILLS

- Graphic design, brand consistency, campaign concepting, layout, typography, visual hierarchy, art direction support, design systems, digital asset production, print collateral
- Social media graphics, web graphics, landing pages, email design, presentations, trade show and event materials, sales enablement collateral, publication layout, infographic design
- Concept-to-completion creative execution, cross-functional collaboration, stakeholder communication, revision management, production handoff, asset organization, creative problem solving
- Cybersecurity marketing context, B2B technology campaigns, certification and compliance communications, Adobe Creative Suite, Figma familiarity, Premiere Pro, After Effects working knowledge

TOOLS & PLATFORMS

Design / Creative: Adobe Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Canva, PowerPoint, basic Figma familiarity

Web / Digital: WordPress, email graphics, landing page graphics, web banners, social assets, YouTube, Vimeo, basic SEO awareness

Production / Workflow: Asset development, campaign creative, presentation design, vendor-ready files, print coordination, file organization, AI-assisted creative workflows

Collaboration: Asana, Microsoft Teams, HubSpot, Salesforce, Microsoft Copilot, ChatGPT

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist / Graphic Designer | Abacode Cybersecurity & Compliance 2020 - 2026
Tampa / St. Petersburg, FL

- Started in a design-focused capacity and evolved into a broader marketing role while continuing to produce graphic design, campaign visuals, video, and brand-support assets across channels.
- Created digital and print assets for cybersecurity and compliance campaigns, including ads, landing page graphics, email visuals, webinar materials, sales collateral, presentations, and downloadable content.
- Designed visual support for CMMC and compliance-focused initiatives, including white papers, landing pages, email campaigns, webinar promotion, and a four-part CMMC masterclass video series.
- Maintained strong hands-on ownership of creative execution inside a lean team, translating technical subject matter into clear, polished visuals for prospects, clients, and internal stakeholders.
- Produced and adapted assets for websites, email, social, video, and sales enablement while collaborating with marketing leadership and subject matter experts on message clarity and brand consistency.
- Used Premiere Pro heavily for video editing and motion-support execution, with working familiarity in After Effects for template-based animation needs and simple motion tasks when required.

Design Team Supervisor / Senior Graphic Designer | ISC2
Clearwater, FL

2004 - 2014

- Served as the primary in-house designer and creative lead for much of a 9+ year tenure inside the global cybersecurity certification organization behind CISSP and other recognized security certifications.
- Developed concepts and executed integrated campaigns promoting certifications, training, webinars, research publications, events, and membership initiatives across digital and print channels.
- Owned end-to-end creative execution for ads, web banners, email graphics, newsletters, display graphics, trade show materials, white papers, research-based publications, and campaign collateral.
- Helped extend and maintain brand consistency across a large volume of audience-facing materials while translating complex technical and certification-related topics into clear visual communication.
- Created materials for flagship programs and events including Security Congress, GISLAs, ISLAs, award programs, trade show environments, executive presentations, and member-facing communications.
- Supported chapter-program development through original logo work, website template design, recurring HTML newsletters, and related communication materials for an international organization.
- Collaborated across executives, marketing, vendors, and international stakeholders, often as the only designer, taking projects from concept through production with strong ownership and accountability.

Prospect Engagement Consultant | Marketopia
Clearwater, FL

2017 - 2018

- Worked in the MSP and VAR space, giving me added familiarity with IT-channel audiences, partner-oriented messaging, and the fast-paced communication needs of technology-focused organizations.
- Supported high-volume outbound efforts, appointment-setting campaigns, conference attendance-building, and message refinement for internal teams and technology clients.
- Strengthened audience awareness, messaging discipline, and cross-functional responsiveness in a B2B technology environment serving MSPs, VARs, and related vendors.

Account Executive / Sales & Video Marketing | Elite Marketing, Inc.
Tampa Bay Area, FL

2018 - 2020

- Produced video, presentation, and design assets that supported outbound sales, proposals, client communication, and marketing efforts across multiple industries.
- Added practical perspective on how design supports persuasion, sales conversations, and real-world business outcomes.

Founder / Operator | Westchase Local Business Showcase
Tampa, FL

2025 - Present

- Lead branding, campaign design, ad production, website management, direct-mail creative, and client-facing communication for a local media and direct-mail platform.
- Demonstrates current hands-on ownership of creative production, layout, ad design, vendor coordination, revisions, and deadline-driven delivery.

ADDITIONAL EXPERIENCE

Creative Director, Radius Marketing Group; Graphic Design / Marketing & Video (Contract), A2B Motion; Senior Graphic Designer, Ovation Direct Marketing; Art Director (Contract), Doner, Young & Rubicam, and other agency / creative roles.

EDUCATION

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