

RICHARD SMOTHERMAN

Visual Content Specialist | Video, Technical Storytelling & Brand Content

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PROFESSIONAL SUMMARY

Visual content and marketing professional with 8+ years of hands-on experience producing video, design, presentations, campaign assets, and web content for in-house teams in technical and regulated environments. Backed by 15+ years of experience supporting cybersecurity, certification, and compliance-focused organizations. Hands-on across planning, shooting, editing, publishing, brand support, and cross-functional creative execution. Particularly strong at translating complex cybersecurity, compliance, and certification topics into clear, credible content for campaigns, websites, social media, webinars, sales enablement, and thought leadership. Background includes Abacode Cybersecurity & Compliance and ISC2, with direct experience supporting CMMC-related content and marketing for organizations handling CUI (Controlled Unclassified Information).

CORE SKILLS

Video & Visual Content: video production, scripting, storyboarding, shooting, editing, publishing, thumbnails, presentation visuals, campaign assets, trade show/event support

Technical & Regulated Content: cybersecurity marketing, compliance marketing, CMMC awareness, CUI messaging support, executive presentations, technical subject-matter translation

Creative Tools: Adobe Premiere Pro, Photoshop, Illustrator, InDesign, Lightroom, Acrobat Pro, basic After Effects, basic Audition, Canva

Marketing & Publishing: social media support, WordPress, landing pages, SEO support, YouTube, Vimeo, email campaign support, Salesforce Account Engagement (Pardot), HubSpot, GA4, Asana, Microsoft Office / PowerPoint

PROFESSIONAL EXPERIENCE

Founder / Operator | Westchase Local Business Showcase (WLBS)

Tampa, FL

2025 - Present

- Built and operate a local advertising platform, owning visual direction, ad design, messaging, website updates, vendor coordination, and client-facing communication.
- Produce creative assets across print, web, and promotional formats, including layouts, branded materials, landing page content, and campaign support visuals.
- Manage project flow from concept through delivery while coordinating timelines, approvals, production logistics, and advertiser relationships.

Digital Marketing Specialist | Abacode Cybersecurity & Compliance

Tampa, FL

2020 - 2026

- Produced video content, blogs, white papers, landing pages, visual assets, and campaign materials supporting awareness, lead generation, and pipeline growth for a cybersecurity and compliance firm.
- Created CMMC (Cybersecurity Maturity Model Certification) marketing assets, including white papers, landing pages, email campaigns, webinar promotion, and a four-part video masterclass focused on compliance readiness and CUI-related messaging.
- Managed YouTube and Vimeo publishing, optimization, and performance tracking for marketing video content used across campaigns and digital channels.
- Developed paid and organic creative assets for web, email, PPC, and sales support while maintaining brand consistency across technical and customer-facing materials.
- Maintained and optimized the WordPress website with ongoing content publishing and SEO support using Yoast and SEMrush.
- Built and managed automated email campaigns in Salesforce Account Engagement (Pardot), supporting nurture flows and broader marketing execution in a security-conscious environment.

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

Tampa Bay Area, FL

2018 - 2020

- Owned end-to-end video production for sales and marketing use, including scripting, shooting, editing, motion support, audio cleanup, stock sourcing, and final delivery.
- Produced graphic design assets, presentation materials, and branded visuals supporting outbound sales, proposals, and client-facing communication.
- Built reusable creative systems and templates that supported white-labeled marketing materials across multiple client brands.

Design Team Supervisor / Senior Graphic Designer | ISC2

Clearwater, FL

2004 - 2014

- Served as a key in-house creative lead for the global cybersecurity certification organization behind CISSP and other recognized security credentials.
- Developed concepts and executed integrated campaigns promoting certifications, training, research publications, webinars, trade shows, events, and membership initiatives across print and digital channels.
- Created ads, newsletters, display graphics, white papers, executive presentations, conference materials, and campaign collateral for highly technical audiences and global stakeholders.
- Supported awareness efforts tied to evolving industry and government requirements, including a major U.S. Department of Defense directive-related certification initiative.

Prospect Engagement Consultant | Marketopia

Clearwater, FL

2017 - 2018

- Supported an MSP / VAR-focused marketing organization through high-volume outreach, messaging refinement, event promotion, and Salesforce-based lead management.

ADDITIONAL EXPERIENCE

A2B Motion - Graphic Design / Marketing & Video (Contract); Radius Marketing Group - Creative Director; Ovation Direct Marketing - Senior Graphic Designer; agency / contract art direction roles including Doner, Young & Rubicam, and Mars Advertising.

EDUCATION

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