

RICHARD SMOTHERMAN

Creative Marketing Specialist | Video, Design & Content Strategy

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PROFESSIONAL SUMMARY

Hands-on creative marketing specialist with 15+ years of experience supporting lean teams across video production, graphic design, content creation, website updates, email support, landing pages, sales collateral, and campaign execution, including approximately 8 years of professional video production. Strong fit for a video-first creative agency environment: able to shoot, edit, organize project assets, develop campaign ideas, support clients during production, and create polished content that serves brand, social, and lead-generation goals. Experienced in WordPress, Adobe Creative Cloud, YouTube/Vimeo publishing, CRM and marketing automation platforms, GA4, and practical marketing execution across B2B, local business, and cybersecurity-focused environments. Known for translating complex topics and raw ideas into clear, useful creative assets that support awareness, engagement, authority, and sales enablement.

CORE SKILLS

Creative Marketing Execution • Video Production & Editing • Graphic Design & Campaign Creative • Content Creation & Repurposing

Client-Facing Production Support • Shoot Planning • Storytelling • Social Video Adaptation • YouTube, Vimeo, Reels & Shorts Support

Landing Pages & Website Content • WordPress, Divi, Yoast & SEMrush • Email Campaign Support & Drip Campaigns

Sales Enablement & Presentation Materials • Lead Generation Support • CRM Documentation • HubSpot, Mailchimp & Salesforce Account Engagement (Pardot)

SEO Support, GA4, Google Tag Manager & UTM Tracking • Adobe Creative Cloud • Canva • PowerPoint

TOOLS & PLATFORMS

Creative: Adobe Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Acrobat, Canva, PowerPoint

Video / Publishing: Premiere Pro, YouTube Studio, Vimeo, social video formatting and content repurposing

Web / Analytics: WordPress, Divi, Yoast, SEMrush, Google Analytics 4, Google Tag Manager, Pretty Links

CRM / Automation: Salesforce, Salesforce Account Engagement (Pardot), HubSpot, Mailchimp

Collaboration / Workflow: Asana, Microsoft Teams, ChatGPT, Microsoft Copilot

PROFESSIONAL EXPERIENCE

Founder / Operator

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

- Founded and operate a local advertising and marketing platform serving Westchase-area businesses through direct mail, web, and supporting promotional content.
- Built the business model, positioning, outreach, sales process, and creative system for a shared-cost 9x12 postcard mailed to about 10,000 homes.
- Designed ad layouts, branding, promotional assets, advertiser materials, and campaign creative for participating local businesses.
- Built and manage the WordPress website and implemented HubSpot CRM to support lead tracking, prospect follow-up, and client communication.
- Coordinate vendors, production schedules, print logistics, analytics, and advertiser relationships from sale through delivery.

Digital Marketing Specialist

Abacode Cybersecurity & Compliance - Tampa / St. Petersburg, FL | Feb 2020 – Jan 2026

- Produced blogs, white papers, landing pages, campaign visuals, webinar materials, video content, and sales-support assets for a cybersecurity and compliance company.
- Created and supported Unhacked, a recurring cybersecurity video content platform used to generate and repurpose expert content for social posts, webinars, service promotion, client education, and long-term brand authority.
- Handled video and creative execution including editing, show graphics, intro/outro elements, lower thirds, visual identity support, publishing assets, and related campaign materials.
- Created CMMC-focused marketing content that helped translate technical compliance requirements into clear, timely assets for defense contractors and subcontractors.
- Built and managed automated email campaigns and nurture flows in Salesforce Account Engagement (Pardot) to support lead engagement and pipeline development.
- Maintained and optimized the WordPress website, including SEO support using Yoast and SEMrush and ongoing content publishing.

Account Executive / Sales & Video Marketing

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

- Sold marketing and promotional solutions across multiple categories while supporting presentations, sales materials, and client communication.
- Owned end-to-end video production for marketing and sales use, including scripting, shooting, lighting, audio, editing, motion graphics, and stock sourcing.
- Built reusable video templates and creative systems for white-labeled client use across multiple brands and sales programs.
- Produced graphic design assets, presentation materials, and client-facing visuals supporting outbound sales and campaign communication.

Prospect Engagement Consultant

Marketopia - Clearwater, FL | Jul 2017 – May 2018

- Conducted high-volume outbound prospecting for a marketing agency serving MSP and VAR clients.
- Set qualified appointments and supported sales pipeline development through disciplined outreach, discovery questions, lead qualification, and accurate Salesforce documentation.
- Earned strong internal feedback for thorough pre-qualification, useful CRM notes, and clean handoffs to sales closers.
- Helped drive attendance for conferences and events through phone-based promotion and follow-up.

Graphic Design / Marketing & Video Contractor

A2B Motion - Remote | 2016 – Present

- Produced video, graphics, landing pages, direct mail assets, and presentation materials supporting lead generation and brand visibility.
- Managed projects from concept through final production across print, web, and video in lean, deadline-driven environments.
- Built sales support materials including pitch decks, messaging assets, campaign collateral, and promotional content.

ADDITIONAL EXPERIENCE

Creative Director - Radius Marketing Group

Design Team Supervisor / Senior Graphic Designer - (ISC)²

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