

RICHARD SMOTHERMAN

Creative Marketing Generalist | Design, Content, Video & Campaign Execution

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PROFESSIONAL SUMMARY

Hands-on creative marketing professional with 15+ years of experience supporting in-house teams through graphic design, content creation, website updates, email support, landing pages, sales collateral, campaign execution, and approximately 8 years of professional video production. Strong background across marketing, design, and production for lean organizations that need practical execution across multiple functions without heavy vendor reliance. Experienced in WordPress, SEO support, CRM and marketing automation platforms, Adobe Creative Cloud, analytics, and brand-supporting content for B2B, local business, and cybersecurity-focused environments. Known for translating ideas and complex topics into polished marketing assets that support awareness, engagement, lead generation, and sales enablement.

CORE SKILLS

Creative Marketing Execution • Graphic Design & Brand Support • Marketing Collateral & Campaign Assets • Content Creation & Repurposing

Video Production & Editing • Landing Pages & Website Content Support • Sales Enablement & Presentation Materials

WordPress, Divi, Yoast & SEMrush • Email Campaign Support & Drip Campaigns • Salesforce Account Engagement (Pardot), HubSpot & Mailchimp

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

B2B Marketing • Cybersecurity Marketing Support • Webinar & Event Promotion • Direct Mail & Print Coordination

TOOLS & PLATFORMS

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

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

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

Video / Publishing: YouTube Studio, Vimeo

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, and creative system for a shared-cost 9x12 postcard mailed to about 10,000 homes.
- Designed ad layouts, branding, promotional assets, and campaign materials for participating advertisers.
- Built and manage the website in WordPress and implemented HubSpot CRM to support lead tracking 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.
- 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.
- Developed paid and organic campaign assets including downloadable content, graphics, landing pages, ads, and supporting collateral.
- Created marketing content related to cybersecurity, compliance, and CMMC-focused offerings, helping translate technical subject matter into clear, usable marketing.

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, editing, motion graphics, audio, and stock sourcing.
- Built reusable video templates and creative systems for white-labeled client use.
- Produced graphic design assets supporting outbound sales, presentations, and client-facing 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 and accurate Salesforce documentation.
- 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.
- 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