

RICHARD SMOTHERMAN

Content Producer | Video Production & Brand Storytelling
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PROFESSIONAL SUMMARY

Hands-on content producer and visual storyteller with 6+ years of end-to-end video and photo content production experience - shooting across diverse scenes, activities, and lighting conditions including day and night, directing talent on-camera, managing multi-stakeholder content shoots, and delivering assets across social channels including YouTube, Instagram, Facebook, and TikTok-compatible vertical formats. Proven ability to build and manage digital asset libraries, adapt content for platform-specific formats, and function as a self-sufficient production unit within a lean brand team. Passionate about video production and brand storytelling, with genuine enthusiasm for purpose-driven organizations and the Busch Gardens brand.

CORE SKILLS

Production: Video Production - Digital Photography - On-Location & Studio Shooting - Multi-Camera Setup - Lighting - Audio Recording & Sync - Talent Direction - Storyboarding - Content Shoots - Day & Night Shooting

Equipment: Canon 60D - Insta360 X5 (360-degree, personal kit) - GoPro - Three-Point Softbox Lighting - Wireless Lapel Microphones - Zoom Digital Recorder - Camera Mounts & Stabilization

Post-Production: Adobe Premiere Pro - Photoshop - Illustrator - InDesign - After Effects - Motion Graphics - B-Roll Editing - Audio Cleanup - OpusClip - AI-Assisted Music (Suno)

Digital & Social: YouTube - Instagram - Facebook - TikTok-Compatible Vertical Formats - LinkedIn - Short-Form & Long-Form Content - YouTube Shorts - Instagram Reels - Live Broadcast Support

Brand & Marketing: Brand Storytelling - Content Strategy - Asset Management Library - Campaign Assets - Scripting - Sales Enablement - WordPress - GA4 - Yoast - SEMrush - AI-Assisted Creative Workflows

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

Abacode Cybersecurity & Compliance | Tampa, FL | Feb 2020 - Jan 2026

- Directed and produced all 26 episodes of UNHACKED! - a recurring branded web series - managing on-location shoots with a two-camera setup (GoPro + company-owned Panasonic HC-X1), three-point softbox lighting, and wireless lapel audio, directing talent for authentic on-camera performance, and delivering broadcast-quality episodes with full motion graphics and B-roll.
- Managed all post-production for UNHACKED! end-to-end - syncing multi-camera audio in Premiere, designing episode graphics and animated intros, editing B-roll, and publishing optimized episodes to YouTube and Vimeo with metadata, thumbnails, and SEO to support recurring gated lead magnet campaigns on LinkedIn.
- Produced approximately 50 videos over six years across diverse content types - interviews, testimonials, event promotions, educational content, and social channel assets - repurposed and adapted into short-form vertical formats compatible with YouTube Shorts, Instagram Reels, and TikTok, as well as full-length uploads for YouTube, Facebook, and LinkedIn brand initiatives.
- Built and maintained a structured digital asset management library organizing all video and photography by department and campaign, enabling cross-functional teams in sales, marketing, and executive leadership to access, retrieve, and repurpose content independently.
- Supported photo and video content shoots across executive portraits, team headshots, conference and tradeshow events, and social media content - delivering production-ready stills alongside video on every major shoot.
- Coordinated multi-stakeholder content shoots involving the CEO, COO, CSO, and CISO - managing location logistics, talent direction, and all technical setup from lighting to audio sync, then handling full post-production through final delivery across social channels and internal brand initiatives.
- Recorded live event coverage at Tampa International Airport using Insta360 X5 and iPhone - capturing executive talent invitations across diverse airport environments and documenting the event for social and internal distribution.
- Maintained WordPress website including landing page builds, technical SEO via Yoast and SEMrush, and campaign tracking; designed graphics, email campaigns, white paper layouts, and event promotional materials supporting marketing initiatives across the organization.

Video Production Lead / Account Executive

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

- Produced six original 3-4 minute branded promotional videos independently - scripting, camera setup (Canon 60D), three-point lighting, audio recording, on-camera talent direction, editing in Premiere, and motion graphics - for a suite of white-label consumer benefit products including telemedicine, roadside assistance, identity protection, travel savings, retail savings, and IT support.
- Adapted core video templates across four white-label client variations by customizing branding, logos, and messaging - delivering production-ready assets for each brand without reshooting, reducing per-project production time and cost.
- Built reusable motion graphics systems and creative templates in Premiere supporting scalable video content delivery across client brands in hospitality, travel, and professional services.
- Produced graphic design, presentation visuals, and sales enablement materials supporting outbound outreach and client-facing brand communication across six product lines.

Founder / Content Producer - Side Venture

Westchase Local Business Showcase | Tampa, FL | *Feb 2025 - Present*

- Produce promotional video, digital photography, and branded assets for local business advertisers, managing all creative direction and production logistics from concept through delivery.

Graphic Design / Video Production Contractor

A2B Motion | Remote | *2016 - Present*

- Produced multi-camera event video coverage for live grand opening events with 200+ attendees - managing simultaneous outdoor and indoor camera setups across diverse scenes and activities, shooting across day-to-night lighting conditions, capturing attendee testimonials on the fly, and assembling full event highlight reels in post.
- Developed storyboards and pre-production plans for video projects, translating creative briefs into shot lists and visual sequences before cameras rolled.
- Deliver video, motion graphics, landing pages, and print assets for lead generation and brand visibility campaigns across multiple client verticals, applying AI-assisted workflows and finalizing all deliverables in Adobe Creative Suite.

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