

RICHARD SMOTHERMAN

Cybersecurity Marketing Manager | Content, Creative, Demand Generation

Tampa, FL

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PROFESSIONAL SUMMARY

Cybersecurity-focused marketing and creative professional with 15+ years of experience supporting cybersecurity, compliance, B2B technology, MSP, VAR, and certification organizations through content marketing, campaign development, website management, email nurture, webinars, event marketing, design, video production, and sales enablement. Brings rare depth in cybersecurity-industry context through long-tenure work with ISC2 and Abacode, including CMMC (Cybersecurity Maturity Model Certification) awareness and compliance-focused marketing for organizations handling CUI (Controlled Unclassified Information). Hands-on across WordPress, SEO, marketing automation, Adobe Creative Cloud, CRM platforms, analytics, and multi-channel campaign asset production. Known for translating technical, compliance-heavy, and certification-driven topics into clear marketing that supports awareness, lead generation, pipeline growth, thought leadership, and partner / channel initiatives while using AI-assisted workflows to accelerate content and creative production.

CORE SKILLS

- Cybersecurity marketing, B2B tech marketing, compliance marketing, CMMC awareness, content marketing, demand generation support, campaign concepting, integrated campaign development, sales enablement
- Webinar promotion, landing pages, email campaign production, nurture / drip campaigns, marketing collateral, event marketing, trade show graphics, channel / chapter communications
- Thought leadership assets, white papers, research reports, certification marketing, membership marketing, newsletters, HTML emails, presentations, video content production, compliance education content
- WordPress, Yoast, SEMrush, Google Analytics 4, Google Tag Manager, UTM tracking, Salesforce Account Engagement (Pardot), HubSpot, Adobe Creative Cloud, Canva, YouTube, Vimeo

TOOLS & PLATFORMS

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

Web / Analytics: WordPress, Yoast, SEMrush, Google Analytics 4, Google Tag Manager, UTM tracking, basic SEO / technical SEO

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

Collaboration / AI: Asana, Microsoft Teams, ChatGPT, Microsoft Copilot, AI-assisted creative and image/video workflows

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist | Abacode Cybersecurity & Compliance

2020 - 2026

Tampa / St. Petersburg, FL

- Produced blogs, white papers, landing pages, campaign visuals, webinar materials, and video content supporting brand 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 CMMC masterclass video series focused on compliance readiness.
- Built and managed automated email campaigns and nurture flows in Salesforce Account Engagement (Pardot), supporting demand generation and ongoing prospect engagement for compliance and cybersecurity offerings.
- Maintained and optimized the WordPress website, including SEO improvements using Yoast and SEMrush and ongoing content publishing for a technical B2B audience.
- Created paid and organic campaign assets including downloadable content, ads, graphics, landing pages, and supporting sales-enablement materials for integrated marketing efforts.

- Managed YouTube and Vimeo publishing, optimization, and performance tracking for marketing video content used across campaigns and digital channels.

Design Team Supervisor / Senior Graphic Deigne | ISC2

2004 - 2014

Clearwater, FL

- Served as a key in-house creative lead for the global nonprofit cybersecurity certification organization behind CISSP and other recognized security certifications.
- Developed concepts and executed quarterly integrated campaigns promoting certifications, training, webinars, research publications, events, and membership initiatives across print and digital channels.
- Led 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.
- Supported awareness campaigns tied to evolving industry requirements, including a major U.S. Department of Defense directive-related certification initiative.
- Created materials for flagship programs and events including Security Congress, GISLAs, ISLAs, award programs, trade show environments, executive presentations, and member-facing communications.
- Helped launch and support the chapter program, including original logo development, website template design, recurring HTML newsletters, and supporting communications materials.
- Collaborated across executives, marketing, sales, vendors, and international stakeholders, and served as the primary in-house designer for much of a 9+ year tenure supporting a global member base of roughly 80,000.

Prospect Engagement Consultant | Marketopia

2017 - 2018

Clearwater, FL

- Conducted high-volume outbound prospecting for a marketing agency serving MSPs, VARs, and technology providers.
- Set qualified sales appointments for client and internal sales teams while maintaining accurate Salesforce records.
- Supported attendance-building efforts for conferences and industry events and refined messaging to improve lead quality.

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

2018 - 2020

Tampa Bay Area, FL

- Sold marketing and promotional solutions across multiple industries, including IT-related and identity-protection offerings.
- Produced video, presentation, and design assets that supported outbound sales, proposals, and client-facing communication.

Founder / Operator | Westchase Local Business Showcase

2025 - Present

Tampa, FL

- Built and operate a local media and direct-mail platform, leading sales outreach, branding, campaign design, website management, CRM use, and performance tracking.
- Demonstrates current hands-on ownership of marketing operations, creative production, vendor coordination, and client communication.

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