

RICHARD SMOTHERMAN

Digital Content Creator | GDIT

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GDIT landing page: <https://www.richardsaddress.com/gdit>

General Dynamics Information Technology

Re: Digital Content Creator

Dear Hiring Team,

I'm applying for the Digital Content Creator role with GDIT. What caught my attention is that this role sits at the intersection of content creation, digital publishing, audience engagement, analytics, and mission-driven communications. My background is not limited to making assets; I have spent years helping cybersecurity and compliance organizations translate technical, security-focused, and government-adjacent subject matter into content that supports visibility, trust, lead generation, and stakeholder engagement.

I created a short landing page with relevant samples for this role here:

<https://www.richardsaddress.com/gdit>

For the past several years at Abacode Cybersecurity & Compliance, I supported content marketing, video production, SEO, WordPress publishing, webinar campaigns, email nurture, landing pages, and marketing operations for a cybersecurity and compliance firm serving organizations with serious regulatory and security requirements. That included work connected to frameworks and mandates such as CMMC, DoD contractor readiness, cybersecurity compliance, and related educational campaigns. I produced and repurposed content across blogs, video, email, landing pages, social channels, and downloadable assets, while also tracking performance through tools such as GA4, YouTube Studio, SEMrush, WordPress, and Salesforce Account Engagement.

My strongest fit for GDIT is the combination of hands-on content production and marketing judgment. I can script, edit, publish, optimize, and measure content without needing a large production team around me. I have also worked in environments where accuracy, trust, and technical clarity matter, especially when communicating cybersecurity and compliance topics to business and technical audiences. While I do not currently hold an active DoD Secret clearance, I am a U.S.-based candidate willing to complete whatever clearance process GDIT requires if selected and sponsored.

I would welcome the opportunity to discuss how my background in cybersecurity marketing, digital content creation, WordPress publishing, video production, and analytics could support GDIT's communications and content goals.

Sincerely,

Richard Smotherman