

RICHARD SMOTHERMAN

Digital Content Creator | Content Strategy, Social Media, Video, SEO & Analytics

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PROFESSIONAL SUMMARY

Digital content creator and cybersecurity marketing specialist with 15+ years supporting security, certification, compliance, and technology organizations. Experienced turning complex subject matter into accessible web content, blogs, video, social media assets, email campaigns, landing pages, and visual collateral. Strong hands-on background in WordPress, SEO, GA4, YouTube/Vimeo publishing, Adobe Creative Cloud, CRM-driven campaigns, and performance reporting. Familiar with cybersecurity and government-contractor marketing contexts, including CMMC, DoD mandate awareness, and security framework education.

CORE SKILLS

Digital Content Creation: web, social, video, audio-supporting scripts, blogs, landing pages, email, and visual assets

Content Strategy & Audience Growth: campaign planning, content repurposing, editorial support, engagement-focused messaging

Social Media & Video Publishing: YouTube Studio, Vimeo, thumbnail/metadata optimization, channel maintenance, performance tracking

SEO & Analytics: GA4, SEMrush, Yoast SEO, keyword-informed content, reporting, traffic and engagement analysis

CMS & Web: WordPress, Divi, landing pages, basic HTML/CSS familiarity, website updates, content QA

Creative Production: Adobe Premiere Pro, Photoshop, Illustrator, InDesign, Acrobat Pro; scripting, shooting, editing, graphics

Marketing Automation & CRM: Salesforce Account Engagement/Pardot, HubSpot, Mailchimp, nurture sequences, lead-funnel support

Cybersecurity & Compliance Context: CMMC education, DoD mandate awareness, CISSP/SSCP certification marketing, security content

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

Abacode Cybersecurity & Compliance - Tampa, FL

Feb 2020 - Jan 2026

Created and published multi-format cybersecurity content including blogs, videos, white papers, landing pages, email campaigns, and visual assets supporting demand generation and audience education.

Produced and managed video content for the recurring UNHACKED program and other campaigns, including scripting support, editing, publishing, thumbnails, metadata, and YouTube/Vimeo channel maintenance.

Translated complex cybersecurity, compliance, and CMMC topics into accessible marketing content for business, technical, and executive audiences.

Maintained and optimized the WordPress website using Yoast SEO and SEMrush; supported SEO improvements, landing pages, content updates, and campaign tracking.

Built and managed automated email drip campaigns using Salesforce Account Engagement (Pardot) to support lead nurturing and pipeline growth.

Developed creative assets and landing pages supporting paid campaigns, webinars, masterclasses, and lead magnets, including a four-part CMMC masterclass campaign.

Used GA4, YouTube Studio, Vimeo, SEMrush, and campaign reporting to evaluate traffic, engagement, and content performance.

Contributed to marketing execution that strengthened Abacode's positioning and supported its acquisition by Thrive.

Founder / Operator

Westchase Local Business Showcase (WLBS) - Tampa, FL

Feb 2025 - Present

Founded and operate a hyper-local print and digital marketing platform serving Westchase-area businesses.

Own content, sales messaging, ad creative, website updates, advertiser communication, and production coordination for a 9x12 jumbo postcard mailed to approximately 10,000 homes.

Built and manage the website in WordPress and implemented HubSpot CRM to organize prospects, advertisers, and follow-up activity.

Established repeat advertisers and long-term local business relationships through direct outreach, messaging, and practical campaign execution.

Account Executive / Sales & Video Marketing

Elite Marketing, Inc. - Tampa Bay Area

2018 - 2020

Sold marketing and promotional solutions across hospitality, travel, employee benefits, IT services, identity protection, and related service categories.

Owned end-to-end video production for sales and marketing use, including scripting, shooting, editing, animation, audio, and stock sourcing.

Designed reusable video templates and creative systems supporting white-labeled products used by multiple client brands.

Produced graphic design assets and visual marketing materials supporting outbound sales, presentations, and product education.

Prospect Engagement Consultant

Marketopia - Clearwater, FL

Jul 2017 - May 2018

Conducted high-volume outbound prospecting for a marketing agency serving managed service providers and technology resellers.

Set qualified sales appointments for agency clients and Marketopia's internal team, maintaining accurate Salesforce documentation and refining scripts to improve lead quality.

Promoted and drove attendance for in-person technology conferences and industry events.

Prime Minister of Graphic Design / Marketing & Video (Contract)

A2B Motion - Remote

2016 - Present

Produced video, graphics, landing pages, pitch decks, and direct mail campaigns supporting lead generation and brand visibility.

Delivered full creative execution from concept to completion across print, web, video, and sales-support materials.

Supported sales funnels and appointment-setting initiatives through content, messaging, campaign assets, and targeted outbound calling.

Design Team Supervisor / Senior Graphic Designer

ISC2 / (ISC)² - International Information System Security Certification Consortium - Tampa, FL

Sep 2004 - Jan 2014

Created cybersecurity certification marketing and communications materials for a global information-security organization, including CISSP and SSCP campaigns, member communications, event collateral, and digital/print assets.

Supported awareness campaigns connected to information-security workforce development, security certification, and DoD directive-related messaging.

Designed HTML newsletters, web graphics, partner-program materials, trade show displays, publication layouts, and branded assets for global security audiences.

Advanced into design team supervision, helping coordinate creative output, brand consistency, production quality, and deadline-driven execution across internal stakeholders.

ADDITIONAL EXPERIENCE

Creative Director - Radius Marketing Group | Senior Graphic Designer - Ovation Direct Marketing | Art Director (Contract) - Doner, Young & Rubicam, Mars Advertising

RELEVANT SECURITY / GOVERNMENT-CONTRACTOR MARKETING BACKGROUND

Supported cybersecurity and compliance marketing for Abacode, including CMMC-focused education and content for organizations navigating government-contractor security requirements. Earlier at ISC2 / (ISC)², created campaigns and certification materials connected to CISSP, SSCP, information-security workforce education, and DoD directive awareness. No current or prior security clearance; willing to complete the clearance process if selected and sponsored.

EDUCATION

Bachelor of Fine Arts - Center for Creative Studies, Detroit, MI