

RICHARD SMOTHERMAN

DIGITAL MARKETING MANAGER | CONTENT, CREATIVE, WEB & CAMPAIGNS

Tampa, FL | (727) 344-9865 | richard@richardsaddress.com | [linkedin.com/in/richard-smotherman](https://www.linkedin.com/in/richard-smotherman)
Targeted portfolio: richardsaddress.com/kuhn-raslavich

PROFESSIONAL SUMMARY

Hands-on digital marketing and creative professional with 15+ years of experience supporting professional services, cybersecurity, technology, and agency environments. Experienced operating across website management, WordPress, SEO, content marketing, email automation, landing pages, video production, graphic design, analytics, and campaign execution. Known for translating complex, high-trust subject matter into clear digital content and for independently taking projects from strategy and messaging through production, launch, measurement, and optimization.

SELECTED LEGAL MARKETING EXPERIENCE

- Designed the visual interface and user experience for a custom WordPress website for Carey, Leisure & Neal (now Carey & Leisure), collaborating directly with a web developer from concept through launch.
- Created multiple versions of a print advertisement supporting a Carey, Leisure & Neal promotion.

CORE COMPETENCIES

Digital Strategy • WordPress Website Management • User Experience • SEO & Technical SEO • SEMrush • Ahrefs • Yoast SEO • Content Marketing • Blogs & Thought Leadership • Email Marketing & Nurture Campaigns • Salesforce Account Engagement (Pardot) • HubSpot • Landing Pages & Lead Generation • Video Production & Editing • Social Media Creative • Paid LinkedIn Campaigns • Google Analytics 4 • UTM Tracking • Performance Reporting • Brand Management • Adobe Creative Cloud • Project Management • Vendor Collaboration

PROFESSIONAL EXPERIENCE

Founder / Operator | Westchase Local Business Showcase | Tampa, FL | Feb 2025–Present

- Built and operate a local advertising platform, independently leading positioning, sales outreach, creative production, website management, CRM workflows, vendor coordination, and campaign delivery.
- Designed all branding, advertisements, and a 9x12 direct-mail product serving approximately 10,000 households; sold out the first edition with 14 standard ads and two double-size placements.
- Built and manage the WordPress website and use HubSpot, GA4, Pretty Links, and UTM tracking to support lead management and performance measurement.

Digital Marketing Specialist | Abacode Cybersecurity & Compliance | Tampa / St. Petersburg, FL | Feb 2020–Jan 2026

- Managed and optimized WordPress content, landing pages, and technical SEO using Yoast, SEMrush, and site-audit recommendations, including metadata, internal links, broken links, and overall site health.
- Planned and produced integrated campaigns from concept through completion, including messaging, landing pages, email sequences, webinars, blogs, white papers, social creative, video, and sales-enablement assets.
- Built automated nurture, event-promotion, and re-engagement campaigns in Salesforce Account Engagement (Pardot), including segmentation, conditional paths, lead-scoring support, gated content, and post-event follow-up.
- Interviewed cybersecurity subject-matter experts and repurposed transcripts, webinars, and long-form material into blogs, videos, email content, landing pages, lead magnets, and multi-channel campaign assets.
- Produced end-to-end video content, including scripting, on-camera presentation, lighting, audio, editing, motion graphics, B-roll, publishing, and performance tracking across YouTube and Vimeo.
- Tracked website traffic, page performance, campaign engagement, and website health against KPIs and reported results monthly and quarterly to the marketing director and marketing team.
- Supported paid and organic campaigns with creative assets and landing pages; directly configured audience targeting and budget for a LinkedIn campaign and iterated creative based on performance.

Account Executive / Sales & Video Marketing | Elite Marketing, Inc. | Tampa Bay Area, FL | May 2018–Feb 2020

- Combined consultative sales, client communication, campaign messaging, graphic design, and end-to-end video production to support marketing programs across multiple industries.
- Owned scripting, shooting, lighting, audio, editing, motion graphics, and reusable video-template creation for client-facing and white-labeled marketing programs.

Prospect Engagement Consultant | Marketopia | Clearwater, FL | Jul 2017–May 2018

- Conducted high-volume B2B prospecting for a marketing agency serving MSP and VAR clients, set qualified appointments, maintained Salesforce records, and supported event attendance campaigns.
- Strengthened practical understanding of lead quality, sales messaging, funnel progression, CRM discipline, and the connection between marketing activity and pipeline.

Marketing & Creative Contractor | A2B Motion | Remote | 2016–Present

- Produce websites, landing pages, digital and print advertising, videos, presentations, direct mail, branding, and sales-support materials for client campaigns.
- Manage projects from concept through final production while collaborating with business owners, developers, vendors, and other marketing partners.

Design Team Supervisor / Senior Graphic Designer | ISC2 | Clearwater, FL | 2004–2014

- Led creative development for integrated campaigns promoting cybersecurity certifications, training, research, webinars, events, membership, and thought leadership to a global professional audience.
- Produced ads, web banners, email graphics, newsletters, publications, white papers, presentations, trade-show environments, and chapter communications while collaborating with executives, marketing, vendors, and international stakeholders.

ADDITIONAL EXPERIENCE

Creative Director, Radius Marketing Group • Senior Graphic Designer, Ovation Direct Marketing • Art Director (Contract), Doner, Young & Rubicam, Mars Advertising, and other agency assignments

TOOLS

WordPress, Yoast SEO, SEMrush, Ahrefs, Google Analytics 4, Google Tag Manager, UTM tracking, Salesforce, Salesforce Account Engagement (Pardot), HubSpot, Mailchimp, YouTube Studio, Vimeo, Adobe Premiere Pro, After Effects, Photoshop, Illustrator, InDesign, Acrobat, Canva, PowerPoint, Asana

EDUCATION

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