

RICHARD SMOTHERMAN

Brand & Multimedia Designer | Brand Systems, Motion & Campaign Creative

Tampa, FL | Remote-ready and available for local video production support

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PROFESSIONAL SUMMARY

Brand and multimedia designer with 20+ years of graphic design experience and approximately eight years of professional video production, creating integrated visual assets across digital, print, web, social, email, presentations, reports, events, and video. Deep Adobe Creative Cloud experience in Illustrator, Photoshop, InDesign, and Premiere Pro, plus practical experience customizing After Effects templates and creating select motion graphics. Long-term work in cybersecurity and compliance marketing includes Abacode and ISC2. Builds consistent brand systems, scalable templates, campaign creative, motion treatments, and sales-enablement materials while partnering across marketing, content, leadership, and production teams. Tampa-based, remote-ready, and available to support local shoots and hands-on video production needs.

CORE SKILLS

Brand Design & Visual Identity | Multimedia Design | Integrated Campaign Creative | Digital & Print Production | Layout Design | Motion Graphics | Video Assets & Visual Treatments | Presentation Design | Sales Enablement | Landing Pages | Social Media & Digital Advertising | Email Campaign Creative | Event Collateral | Reports, White Papers & eBooks | Design Systems, Templates & Brand Standards | Cross-Functional Collaboration | Project & Deadline Management

TOOLS: Adobe Illustrator, Photoshop, InDesign (20+ years; reports, white papers, interactive PDFs, eBooks/EPUB, brochures, direct mail and templates), Premiere Pro, After Effects (original motion work and template customization), Acrobat, PowerPoint, Figma (supplied-file review/editing; developing proficiency), Canva, WordPress, Asana, HubSpot, Salesforce Account Engagement, GA4, YouTube Studio, Vimeo

PROFESSIONAL EXPERIENCE

Founder / Operator | Westchase Local Business Showcase (WLBS) - Tampa, FL

Feb 2025 - Present

- Built and operate a local media and marketing platform, owning brand identity, campaign design, website content, production scheduling, vendor coordination, CRM workflows, and advertiser communication.
- Designed a scalable visual system and all ad layouts for a 9x12 direct-mail product reaching approximately 10,000 homes; sold out the first card with 14 standard ads and two double-size placements.
- Create branded graphics, landing pages, presentations, promotional assets, and video content while managing multiple concurrent client deadlines from concept through final delivery.

Digital Marketing Specialist | Abacode Cybersecurity & Compliance - Tampa / St. Petersburg, FL

Feb 2020 - Jan 2026

- Designed and produced brand-consistent campaign assets across landing pages, social and digital advertising, email, sales presentations, white papers, webinars, video, and event-support materials for technical B2B audiences.
- Created a four-part CMMC masterclass video series and related graphics, landing pages, email assets, and promotional content supporting compliance education, demand generation, and sales enablement.
- Produced reports and long-form content layouts, maintained the WordPress website, and developed paid and organic creative while applying brand standards across digital channels.
- Managed YouTube and Vimeo publishing, optimization, and performance tracking; used GA4, Yoast, and SEMrush insights to improve discoverability, engagement, and user experience.
- Partnered across marketing and subject-matter teams, balancing concurrent projects and deadlines while translating complex cybersecurity and compliance topics into clear visual stories.

Account Executive / Sales & Video Marketing | Elite Marketing, Inc. - Tampa Bay Area

May 2018 - Feb 2020

- Owned end-to-end production of branded video and visual content for technology, identity protection, hospitality, travel, and employee-benefit marketing programs.
- Created motion graphics and customized After Effects templates; handled concepting, scripting, shooting, lighting, audio, editing, stock sourcing, and delivery in Premiere Pro and Adobe Creative Cloud.
- Developed reusable video templates, presentation materials, graphics, and campaign systems supporting white-labeled products across multiple client brands and formats.

Design Team Supervisor / Senior Graphic Designer | ISC2 - Clearwater, FL

2004 - 2014

- Served as a key in-house creative lead for the global cybersecurity certification organization behind CISSP, maintaining and extending the brand across digital, print, presentation, email, event, and executive-facing channels.
- Concepted and executed integrated campaigns for certifications, training, webinars, research publications, events, membership initiatives, and sales enablement in collaboration with marketing, leadership, vendors, and international stakeholders.
- Produced complex InDesign deliverables including reports, white papers, brochures, direct mail, interactive PDFs, eBooks, event collateral, and reusable presentation templates.
- Helped launch the chapter program through original logo development, website template design, recurring HTML newsletters, and scalable creative resources supporting a global member community.

Graphic Design / Illustration / Marketing & Video (Contract) | A2B Motion - Remote

2016 - Present

- Deliver campaign creative, graphics, landing pages, direct mail, presentations, and video assets from concept through production for brand visibility, lead generation, and client acquisition.

- Collaborate with leadership on pitch decks, messaging, visual systems, and promotional content while applying AI-assisted workflows for concepting and efficient asset versioning.

ADDITIONAL EXPERIENCE

Creative Director - Radius Marketing Group | 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