

RICHARD SMOTHERMAN

MARKETING SALES | BUSINESS DEVELOPMENT | DIGITAL MARKETING

Tampa, FL | richard@richardsaddress.com | (727) 344-9865 | richardsaddress.com/empirical360
[linkedin.com/in/richard-smotherman](https://www.linkedin.com/in/richard-smotherman)

PROFESSIONAL SUMMARY

Marketing sales and business development professional with hands-on experience selling marketing and advertising solutions and working inside digital-marketing teams. At Marketopia, conducted 100+ outbound calls per day for MSP/VAR clients, setting qualified appointments with law firms, medical practices, and other businesses evaluating managed IT services. Combines cold-calling and CRM discipline with practical fluency in websites, SEO, paid-search/PPC concepts, social media, email, content, and lead generation.

CORE SKILLS

Marketing Services Sales & Consultative Selling • Cold Calling, Prospecting & Appointment Setting • Lead Qualification & Pipeline Development • CRM: Salesforce, HubSpot & Pardot • Prospecting Email Sequences & Lead Nurture • Sales Presentations & Client Communication • Web, SEO, PPC Concepts & Social Media • Lead Generation & Conversion Support • Pricing, Offer Development & Customer Relationships • Networking, Events & Project Management

PROFESSIONAL EXPERIENCE

Founder / Operator

2025 – Present

Westchase Local Business Showcase (WLBS) | Tampa, FL

- Built and sell a local advertising platform, owning prospecting, sales conversations, follow-up, closing, advertiser relationships, creative, and delivery.
- Developed the offer, pricing, category-exclusivity model, and sales materials for a 9x12 mailer reaching approximately 10,000 homes; sold out the first card with 14 standard ads and two double-size placements. Manage prospects and customers in HubSpot CRM.

Digital Marketing Specialist

Feb 2020 – Jan 2026

Abacode Cybersecurity & Compliance | Tampa, FL

- Supported B2B lead generation and pipeline growth through landing pages, email campaigns, webinars, SEO, WordPress, video, content, and sales-enablement assets.
- Built automated prospect-nurture and re-engagement sequences in Salesforce Account Engagement (Pardot), including segmented drip campaigns supporting sales follow-up.
- Used Yoast, SEMrush, WordPress, analytics, and paid/organic campaign assets to support conversion-focused digital marketing for complex professional services.

Account Executive / Sales & Marketing Support

May 2018 – 2020

Elite Marketing, Inc. | Tampa Bay Area, FL

- Served as a client-facing account executive, handling sales conversations, presentations, follow-up, and marketing support across multiple business categories.
- Produced much of the sales and marketing material used to support client work, including video, design, presentations, and other creative assets, combining front-facing sales experience with hands-on marketing production.

Prospect Engagement Consultant

Jul 2017 – May 2018

Marketopia | Clearwater, FL

- Conducted high-volume outbound prospecting, typically 100+ calls per day, for a marketing agency serving MSPs, VARs, and technology providers.
- Booked qualified appointments for MSP clients with business decision-makers, including law offices and medical practices, so client sales teams could present managed IT services.
- Generated appointments for Marketopia's internal sales team as well; sales representatives valued the thorough qualification and detailed context provided with leads.
- Maintained accurate Salesforce CRM records, refined call scripts and messaging, and supported conference/event attendance through phone outreach and follow-up.

Design Team Supervisor / Senior Graphic Designer

2004 – 2014

ISC2 | Clearwater, FL

- Supervised creative work and collaborated with marketing, sales, executives, vendors, and international stakeholders, providing direct management and cross-functional project experience.

SELECTED LEGAL MARKETING RELEVANCE

- Designed the UI/UX for a custom WordPress website for Tampa Bay law firm Carey, Leisure & Neal (now Carey & Leisure), collaborating with a developer on implementation, and created print advertising concepts for a firm promotion. Practical experience across websites, SEO, PPC/paid-media concepts, social, CRM, email nurture, video, and lead generation supports credible digital-marketing sales conversations with law firms.

EDUCATION

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