

RICHARD SMOTHERMAN

Digital Content & Social Media Manager | Video, Design & Campaign Execution
Tampa, FL | Available for Quikaid's St. Petersburg hybrid schedule
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PROFESSIONAL SUMMARY

Hands-on digital content and social media professional with 15+ years of creative marketing experience and 8+ years of professional video production. Plans, scripts, shoots, edits, publishes, and repurposes short-form video, graphics, thumbnails, captions, landing-page assets, and campaign content for Facebook, Instagram, LinkedIn, YouTube, and TikTok-ready formats. Direct experience publishing to Facebook and LinkedIn, managing YouTube channels, creating platform-ready Instagram content, responding to audience concerns, and interpreting performance across GA4, YouTube, LinkedIn, Salesforce, SEMrush, and Ahrefs. Combines strong Adobe Creative Cloud and Canva execution with brand discipline developed in cybersecurity, compliance, and other trust-sensitive environments.

CORE SKILLS & TOOLS

Social Media Content Planning & Publishing | Short-Form Video | Concepting, Scripting, Storyboarding, Shooting & Editing | Facebook, Instagram, LinkedIn & YouTube | TikTok-Ready Asset Production | YouTube Channel Management | Captions & Community Response | Content Repurposing | Thumbnails, Graphics & Campaign Assets | Brand Voice & Compliance Reviews | Content Libraries | Performance Tracking & UTM Attribution

TOOLS: Adobe Premiere Pro, Photoshop, Illustrator, InDesign, After Effects, Canva, CapCut (working familiarity), Meta Business Suite (working familiarity), YouTube Studio, Vimeo, GA4, LinkedIn analytics, Salesforce Account Engagement (Pardot), HubSpot, WordPress, SEMrush, Ahrefs, Yoast

PROFESSIONAL EXPERIENCE

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

Feb 2025 - Present

- Built and operate a local advertising and media platform, owning creative direction, positioning, website content, promotional assets, outreach, client communication, production schedules, and vendor coordination.
- Create video, graphics, ad layouts, landing-page content, and reusable campaign assets for web and social use while maintaining a consistent visual identity across touchpoints.
- Manage WordPress, HubSpot CRM, GA4, Pretty Links, and UTM tracking while balancing multiple advertiser relationships and deadlines from concept through delivery.

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

Feb 2020 - Jan 2026

- Created and published video, graphics, social posts, landing pages, webinar assets, email content, and campaign visuals supporting awareness, engagement, lead generation, and sales enablement.
- Produced cross-platform content for LinkedIn, Facebook, Instagram, and YouTube/Vimeo, formatting video and visual assets for efficient reuse across channels, including TikTok-ready vertical formats.
- Managed YouTube and Vimeo publishing, including titles, descriptions, thumbnails, optimization, organized content libraries, and performance tracking.
- Repurposed webinars, blogs, executive insights, and technical education into social clips, event promotions, campaign videos, and gated replay lead magnets.
- Helped sustain approximately 5% month-over-month traffic growth for a priority CMMC campaign through coordinated video, content, SEO, landing-page, email, and promotional support.
- Worked within a compliance-heavy cybersecurity environment, translating regulated subject matter into clear content while respecting brand standards, claims, approvals, and publishing requirements.

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

May 2018 - Feb 2020

- Owned end-to-end marketing video production, including concepts, scripts, storyboards, shooting, lighting, audio, editing, motion graphics, captions, template development, and final delivery.
- Produced six approximately three-minute product videos plus supporting visual assets and reusable templates for white-labeled programs spanning multiple client brands.
- Wrote and refined customer-facing messaging and responded to comments, reviews, complaints, and questions related to membership-card advertising, explaining issues and resolving concerns professionally.
- Balanced creative production with client communication, sales follow-up, content handoffs, and practical deadline management in a fast-moving environment.

Prospect Engagement Consultant | Marketopia - Clearwater, FL

Jul 2017 - May 2018

- Managed high-volume audience outreach for a marketing agency serving MSPs and VARs, maintaining accurate Salesforce records and refining messaging based on prospect response.
- Promoted conferences and industry events and set qualified appointments, building practical experience with timely follow-up, audience engagement, and conversion-focused communication.

Graphic Design / Marketing & Video Contractor | A2B Motion - Remote

2016 - Present

- Produce videos, graphics, landing pages, direct mail, pitch decks, and sales-support content from concept through final production across web, print, presentation, and social formats.
- Build platform-ready visual systems and reusable creative assets, applying AI-assisted workflows for concepting, efficient versioning, and rapid campaign execution.

SELECTED YOUTUBE & CONTENT-SYSTEM PROJECT

Content System & YouTube Channel Build | Preterist Papers (PreteristPapers.com) - Independent Project

- Created the logo, visual identity, website, video template, graphics templates, presentation/PDF system, and initial YouTube channel structure for PreteristPapers.com.
- Built a repeatable production workflow that enabled additional contributors to create consistent videos and companion PDFs, then documented and handed off the system for ongoing use.

EARLIER CREATIVE LEADERSHIP

Creative 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, producing high-volume campaign, web, email, event, publication, presentation, and member content.
- Partnered with executives, marketing, sales, vendors, and international stakeholders while maintaining brand consistency and accuracy across security- and certification-focused communications.

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