

RICHARD SMOTHERMAN

SALES DEVELOPMENT REPRESENTATIVE | OUTBOUND PROSPECTING | MARKETING SERVICES

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PROFESSIONAL SUMMARY

Sales and marketing professional with hands-on experience in outbound prospecting, lead qualification, appointment setting, account development, and client-facing marketing services. Built rapport with MSP and VAR prospects in a high-volume agency environment, maintained accurate Salesforce records, and supported MQL-to-SQL progression across marketing and sales. Brings the communication discipline, research mindset, CRM fluency, and marketing knowledge to represent Empirical360 credibly with family law firms and create qualified opportunities for account executives.

SALES DEVELOPMENT STRENGTHS

Cold calling and email outreach | Lead qualification | Discovery conversations | Appointment setting | Research-based personalization | Objection handling | Pipeline management | CRM hygiene | HubSpot | Salesforce | MQL and SQL progression | Follow-up cadence | Marketing services | Reporting and performance metrics

PROFESSIONAL EXPERIENCE

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

- Built and operate a local advertising platform through direct prospecting, discovery, follow-up, presentations, and relationship management with Tampa-area business owners.
- Sell category-exclusive placements on a 9 x 12 direct-mail showcase reaching approximately 10,000 Westchase homes, communicating value clearly and managing the opportunity from first contact through commitment.

Digital Marketing Specialist | Abacode Cybersecurity & Compliance | Tampa, FL | Feb 2020 - Jan 2026

- Worked closely with sales in a lean B2B marketing team, supporting lead generation, campaign follow-up, MQL-to-SQL progression, sales enablement, and messaging for technical decision-makers.
- Built landing pages, email nurture programs, webinars, videos, white papers, and paid LinkedIn campaigns designed to attract, educate, qualify, and advance prospects through the funnel.
- Used Salesforce Account Engagement (Pardot), HubSpot, and campaign analytics to support lead tracking, segmentation, follow-up, and reporting on engagement and conversion.
- Translated complex cybersecurity and compliance services into clear value propositions, giving sales personnel credible context for conversations with prospects and customers.
- Shared campaign and prospect-response insights with sales and marketing stakeholders to improve targeting, content, follow-up, and the quality of opportunities entering the pipeline.

Account Executive / Sales & Marketing | Elite Marketing, Inc. | Tampa Bay Area | May 2018 - Early 2020

- Managed prospect and client conversations across employee benefits, telemedicine, travel, identity protection, automotive services, and technology support, adapting discovery and messaging to each audience.
- Created presentations, sales materials, landing-page content, and six approximately three-minute product videos that helped explain and promote white-labeled service offerings.
- Balanced relationship development, follow-up, creative execution, and internal coordination while maintaining a professional client experience from initial conversation through delivery.

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

- Conducted high-volume outbound prospecting for a marketing agency serving MSPs and VARs, using cold calls and targeted conversations to identify needs, qualify interest, and schedule sales appointments.
- **Built rapport quickly with business decision-makers, handled resistance, refined talk tracks based on prospect response, and represented multiple client brands credibly.**
- Maintained accurate Salesforce activity and prospect records so sales teams received useful context, clear outcomes, and better-prepared handoffs.

SELECTED ADDITIONAL EXPERIENCE

Creative Director - Radius Marketing Group | Design Team Supervisor - ISC2 | Senior Graphic Designer - Ovation Direct Marketing | Art Director (Contract) - Doner, Young & Rubicam, Mars Advertising

LEGAL-MARKETING & EMPIRICAL360 FIT

- Designed the UI/UX for a custom WordPress website for Carey, Leisure & Neal, collaborating with a developer on implementation and gaining direct exposure to law-firm marketing.
- Combines real outbound agency experience with marketing execution, enabling research-based outreach that connects a family law firm's growth goals to Empirical360's services without relying on generic scripts.

CRM & MARKETING TOOLS

HubSpot, Salesforce, Salesforce Account Engagement (Pardot), Mailchimp, LinkedIn Campaign Manager, GA4, GTM, SEMrush, WordPress, Microsoft Office, Adobe Creative Cloud, YouTube Studio, Vimeo.

EDUCATION

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