

RICHARD SMOTHERMAN

VIDEOGRAPHER | VIDEO PRODUCER | CLIENT-FACING PRODUCTION

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PROFESSIONAL SUMMARY

Client-facing videographer and producer with approximately 8 years of professional video production experience and 15+ years of video editing. Runs shoots independently from planning through capture, including camera, lighting, audio, interviewing, on-camera direction, B-roll, media management, and handoff or final edit. Experienced helping executives, subject-matter experts, clients, and non-actors feel comfortable on camera while capturing long-form interviews, testimonials, educational content, and short-form social cutdowns.

PRODUCTION STRENGTHS

On-location video shoots | Interview and testimonial direction | Client rapport | Multicamera production | Camera operation | Lighting | Wireless and recorder-based audio | Shot lists and scripting | B-roll and coverage | 4K production | Horizontal and vertical delivery | Adobe Premiere Pro | Photoshop | Illustrator | Basic After Effects

PROFESSIONAL EXPERIENCE

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

- Built and operate a local marketing platform, managing business-owner relationships, creative direction, sales conversations, messaging, production schedules, website content, and vendors.
- Produced and presented an on-camera explainer video, handling concept, scripting, setup, performance, editing, and supporting promotional assets.

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

- Produced executive and subject-matter-expert interviews, testimonials, webinars, educational programs, promotional videos, event footage, and social cutdowns from concept through delivery.
- Planned and ran solo and multicamera shoots, setting cameras, lighting, wireless audio and recorders; directed non-actor talent; captured B-roll and coverage with the final edit in mind.
- Produced the weekly Unhacked video series and four-part CMMC Masterclass, translating technical material into clear, credible long-form content and shorter promotional clips.
- Shot in 4K and delivered polished horizontal and vertical versions using Premiere Pro, including color correction, audio cleanup, branded graphics, captions, stock footage, and publishing.
- Maintained organized media and production workflows while collaborating with a lean marketing team, executives, sales personnel, and external participants.

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

- Owned end-to-end production for six approximately three-minute product videos: scripted, shot, hosted, edited, mixed audio, sourced stock footage, and delivered finished marketing assets.
- Worked directly with clients and prospects across employee benefits, travel, telemedicine, identity protection, automotive services, and technology support, adapting messaging and presentation style to each audience.
- Created reusable branded video templates, graphics, presentations, and sales materials for white-labeled products used across multiple client brands.

Graphic Design / Illustration / Marketing & Video (Contract) | A2B Motion | Remote | 2016 - Present

- Produce video, graphics, landing pages, direct mail, and presentation assets from concept through final production, adapting creative to different clients and campaigns.

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

- Built rapport quickly in high-volume, client-facing outreach for a marketing agency serving MSPs and VARs; qualified prospects, refined messaging, and maintained accurate Salesforce records.

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 RELEVANCE

- Designed the UI/UX for a custom WordPress website for Carey, Leisure & Neal, collaborating with a developer on implementation.
- Combines production craft with hands-on marketing experience, allowing footage to be planned for attorney positioning, audience retention, brand consistency, and social repurposing.

EQUIPMENT & SOFTWARE

Production: Panasonic HC-X1, Canon 60D, iPhone/GoPro/Insta360, softbox lighting, green screen, BOYA wireless lavaliers, Zoom recorders. Software: Adobe Premiere Pro, Photoshop, Illustrator, InDesign, Audition, basic After Effects, YouTube Studio, Vimeo, WordPress.

EDUCATION

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