RICHARD SMOTHERMAN

Marketing Manager | Demand Generation, MSP & Campaign Operations

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PROFESSIONAL SUMMARY

B2B marketing manager with 15+ years of cybersecurity experience, including more than nine years in the marketing department at ISC2, the nonprofit credentialing organization behind the CISSP and other globally recognized cybersecurity certifications, plus six years at Abacode Cybersecurity & Compliance. Brings direct MSP/VAR market exposure through Marketopia and hands-on experience building integrated campaigns, lead-nurture programs, landing pages, CRM workflows, content, webinars, and sales-enablement assets that support pipeline growth.

CORE SKILLS

Demand Generation & Integrated Campaigns | Lead Nurture & Follow-Up Workflows | Full-Funnel Marketing

Sales Enablement & Pipeline Support | MSP / VAR / Cybersecurity Marketing | Audience Segmentation

Salesforce Account Engagement (Pardot) | Salesforce CRM | HubSpot CRM | Email Automation

Landing Pages | WordPress | GA4 | Google Tag Manager | SEMrush | Yoast SEO | Adobe Creative Cloud

Webinar & Event Promotion | Content Marketing | Video Production | Cross-Functional Coordination

PROFESSIONAL EXPERIENCE

Founder / Operator

Westchase Local Business Showcase (WLBS) - Tampa, FL | Feb 2025 - Present

- Built and operate a local advertising platform, owning campaign planning, prospecting, creative production, website management, advertiser follow-up, and retention.
- Implemented HubSpot CRM workflows for prospect tracking, follow-up, and client communication while coordinating vendors, timelines, messaging, and delivery.

Digital Marketing Specialist

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

- Planned and produced integrated cybersecurity campaigns across email, landing pages, gated content, webinars, video, paid social, organic channels, and sales-support materials.
- Built automated nurture and follow-up programs in Salesforce Account Engagement (Pardot), supporting lead capture, engagement, MQL-to-SQL progression, and sales follow-up consistency.
- Created the campaign ecosystem for a four-part CMMC masterclass, including promotional content, registration pages, email sequences, webinar assets, and follow-up materials.
- Partnered with sales and subject-matter experts to translate technical cybersecurity and compliance topics into audience-specific content and conversion-focused assets.
- Managed WordPress landing pages and SEO using Yoast and SEMrush; supported campaign measurement through GA4, Google Tag Manager, platform analytics, and UTM tracking.

PROFESSIONAL EXPERIENCE CONTINUED

Account Executive / Marketing Support

Elite Marketing, Inc. - Tampa Bay Area | May 2018 - Feb 2020

- Managed outbound sales conversations and follow-up while producing video, presentation, and creative assets used in client acquisition and sales enablement.
- Connected front-line prospect feedback with messaging and campaign execution, improving alignment between creative deliverables and sales conversations.

Prospect Engagement Consultant

Marketopia - Clearwater, FL | Jul 2017 - May 2018

- Conducted high-volume B2B prospecting for a marketing agency serving MSPs and VARs, typically completing 100+ calls per day and setting qualified appointments.
- Supported Marketopia's internal pipeline and client campaigns, gaining direct experience with MSP-channel messaging, offer positioning, lead qualification, conference promotion, and follow-up cadences.
- Maintained accurate Salesforce records, refined call scripts, and helped improve lead quality and appointment readiness for sales teams.

Senior Graphic Designer / Design Team Supervisor

ISC2 - Tampa, FL | Sep 2004 - Jan 2014

- Developed global cybersecurity marketing campaigns, email newsletters, partner-branding materials, publications, and event creative supporting CISSP, SSCP, and security-awareness initiatives.
- Produced reusable Joomla and WordPress templates and coordinated concept-to-completion delivery across internal stakeholders, partners, vendors, and regional programs.
- Created trade-show displays, partner collateral, and recognition-program materials for international audiences while maintaining consistent brand and message standards.

Marketing & Creative Contractor

A2B Motion - Remote | 2016 - Present

- Produce landing pages, direct mail, video, pitch decks, and sales-support materials for a lean organization requiring hands-on execution across marketing and creative.
- Translate offers into practical campaign assets used for client acquisition, presentations, and prospect follow-up.

ADDITIONAL EXPERIENCE

Creative Director, Radius Marketing Group | Senior Graphic Designer, Ovation Direct Marketing | Contract art direction for Doner, Young & Rubicam, and Mars Advertising

EDUCATION

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