RICHARD SMOTHERMAN

VIDEOGRAPHER | VIDEO EDITOR | MULTIMEDIA PRODUCER

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PROFESSIONAL SUMMARY

Visual storyteller and hands-on video producer with approximately 8 years of professional video production experience and 15+ years of editing. Owns projects from concept and scripting through camera, lighting, audio, directing, multicamera capture, editing, color correction, basic motion graphics, export, and publishing. Experienced producing interviews, educational series, webinars, testimonials, conferences, speaker presentations, courses, promotional videos, speaker features, recap films, and platform-specific social content. Combines a filmmaker's eye with marketing judgment, organized workflows, and calm on-site problem solving.

CORE SKILLS

Production: Professional camcorder, DSLR, action, 360, and mobile 4K capture; multicamera shoots; three- and four-point lighting; wireless lavaliers and field recorders; framing; shot lists; B-roll; teleprompter and cue-card workflows; directing executives, subject-matter experts, clients, and non-actors; portable field setups.

Post-production: Advanced Adobe Premiere Pro; multicamera synchronization; color correction and basic grading; dialogue and audio cleanup; music and sound effects; lower thirds; captions; branded graphics; basic motion graphics; basic After Effects template and project customization; Photoshop; Illustrator; InDesign.

Formats, events & distribution: Conference and speaker capture; webinars; edited podcast-style interviews; presentation and event recording; 4K and 1080p; 16:9, 9:16, and 1:1; long-form-to-short-form repurposing; YouTube; Vimeo; OpusClip-to-Premiere and AI-assisted creative workflows.

Working style: End-to-end ownership; creative concept development; brand storytelling; marketing collaboration; equipment and media organization; deadline management; resourceful production in lean teams; security- and privacy-conscious handling of sensitive subject matter.

PROFESSIONAL EXPERIENCE

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

- Produce promotional video and multimedia content from concept through delivery, including messaging, scripting, on-camera presentation, filming, editing, graphics, platform formatting, and publishing.
- Work directly with local business owners, including medical and healthcare-service advertisers, to shape audience-focused messaging, coordinate creative assets, and keep production moving on deadline.

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

- Owned end-to-end production for executive and technical-subject-matter video: concept development, scripting, studio and field setup, lighting, audio, filming, talent direction, editing, graphics, B-roll, color correction, export, and publishing.
- Produced the two-camera weekly Unhacked series and multicamera four-part CMMC Masterclass, plus interviews, webinars, courses, explainers, testimonials, sales videos, speaker features, and social promotions.
- Directed executives, cybersecurity advisors, salespeople, and other non-actors on framing, pacing, delivery, teleprompter use, and comfortable, credible on-camera performance.
- Edited in Premiere Pro, synchronizing multicamera footage and creating lower thirds, captions, branded graphics, transitions, basic motion elements, clean dialogue, music, sound effects, and consistent color correction.
- Captured conferences, speaker presentations, testimonials, event B-roll, recap and highlight material, and supporting photography using portable production gear.
- Shot primarily in 4K and delivered polished horizontal, vertical, and square assets, including trailers, teasers, and social cutdowns repurposed from long-form content.

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, handling research, concept, scripting, camera, lighting, on-camera presentation, voiceover, editing, color correction, graphics, audio, stock footage, and final delivery.
- Produced audience-friendly content across telemedicine, identity protection, travel, automotive services, shopping benefits, and technical support, translating complex offerings into clear visual stories.
- Created reusable branded video templates, presentations, graphics, 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, audiences, brands, and delivery channels.

SELECTED ADDITIONAL EXPERIENCE

Senior Graphic Designer to Design Team Supervisor | ISC2 | Tampa, FL | Oct 2004 - Jan 2014

- Created visual communications for a global cybersecurity certification organization, supporting campaigns, publications, conferences, speaker programs, awareness initiatives, and partner communications.
- Built deep experience with technical subject matter, brand consistency, deadline-driven creative operations, and high-stakes professional communications.

Additional roles: Prospect Engagement Consultant, Marketopia (Jul 2017 - May 2018); Creative Director, Radius Marketing Group; Senior Graphic Designer, Ovation Direct Marketing; Art Director contracts with Doner, Young & Rubicam, and Mars Advertising.

EQUIPMENT & SOFTWARE

Production gear: Panasonic HC-X1 professional camcorder; Canon 60D DSLR; GoPro, Insta360 X5, and iPhone capture; softbox lighting; green screen; BOYA wireless lavaliers; Zoom field recorders.

Creative software: Adobe Premiere Pro; Photoshop; Illustrator; InDesign; basic After Effects template and project editing; YouTube Studio; Vimeo; WordPress.

EDUCATION

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