RICHARD SMOTHERMAN

DIGITAL MARKETING & WEB OPERATIONS | CAMPAIGN EXECUTION

Tampa, FL • (727) 344-9865 • richard@richardsaddress.com

https://www.linkedin.com/in/richard-smotherman | https://www.richardsaddress.com/postcardmania

PROFESSIONAL SUMMARY

Digital marketing and creative operations professional combining website administration, SEO, conversion-focused content, analytics, CRM automation, paid-social campaign support, and direct-mail experience. Former creative team supervisor with a practical approach to project priorities, quality control, cross-functional collaboration, and on-time delivery. Experienced serving both B2B organizations and local small businesses, connecting marketing strategy with hands-on execution.

CORE CAPABILITIES

Website Operations & WordPress/Divi • SEO, SEMrush & Yoast • GA4, Google Tag Manager & UTM Tracking • Landing Pages & Conversion Optimization • Paid-Social Campaign Creative & LinkedIn Ads • Email Nurture & CRM Automation • Workflow Prioritization & Quality Control • Team Supervision & Coaching • Client Communication & Sales Support • Direct Mail & Integrated Campaigns

PROFESSIONAL EXPERIENCE

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

- Owned day-to-day WordPress content updates and landing-page production; applied Yoast SEO and SEMrush research to improve discoverability and campaign relevance.
- Coordinated multi-channel campaigns spanning paid LinkedIn, email, webinars, video, downloadable content, and sales enablement across a lean marketing team.
- Built Salesforce Account Engagement (Pardot) nurture workflows and landing-page journeys supporting lead capture, follow-up, and MQL-to-SQL handoffs.
- Used GA4, Google Tag Manager, UTM parameters, and channel reporting to assess engagement and troubleshoot campaign tracking.
- Partnered with sales and subject-matter experts to manage competing deadlines, review assets, and deliver consistent messaging.

Founder / Marketing & Operations | Westchase Local Business Showcase, Tampa, FL | 2025 – Present

- Developed a local advertising program built around a 9 × 12-inch EDDM postcard targeting approximately 10,000 Westchase-area homes and a companion business showcase website.
- Manage advertiser outreach, design and print coordination, website content, customer communication, campaign schedules, and digital tracking.
- Built the WordPress site and implemented HubSpot CRM, GA4, and tracked links to support advertiser engagement and follow-up.

Account Executive / Marketing Support | Elite Marketing, Tampa, FL | May 2018 – Early 2020

- Combined customer-facing sales communication with marketing creative, presentations, and six end-to-end product videos supporting sales efforts.
- Coordinated scripts, visual assets, production schedules, and deliverables for client-facing campaigns.

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

- Qualified B2B prospects and scheduled sales appointments for a marketing agency serving managed service providers; maintained CRM records and coordinated sales handoffs.

Senior Graphic Designer / Design Team Supervisor | ISC2, Tampa, FL | Sep 2004 – Jan 2014

- Supervised creative work and supported team coordination, production standards, deadlines, and review of marketing collateral for a global professional organization.
- Produced integrated campaign creative, digital and print materials, newsletters, website assets, and event collateral.

ADDITIONAL RELEVANT EXPERIENCE

Direct-mail and creative roles with A2B Motion, Radius Marketing Group, and Ovation Direct Marketing, including automotive campaigns, print production, advertising design, and marketing collateral. Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere Pro, and Acrobat.

EDUCATION

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