



Richard Smotherman

Prime Minister of "Shared Enthusiasm"

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6813 Rosemary Drive, Tampa FL 33625

Education

- Bachelor of Fine Arts from the **Center For Creative Studies** in Detroit, Michigan (1998)
- Training courses at **St. Pete College**, Fred Prior, etc. in Indesign, Photoshop and the Adobe Creative Cloud
- Continuing education in design software, sales, marketing, and business, via **podcasts, courses and seminars**

Skills

- Experienced in a diverse range of industries
- Adobe Creative Cloud
- Public speaking
- Organizing and delegating responsibilities

Interests

- Trends and staples in marketing/sales
- Talking to people
- Martial arts
- Theology
- Economics
- Entrepreneurship
- Inventing
- Manufacturing
- Cardboard

Request Secret Portfolio

Request a portfolio customized for your company/s needs, as well as some pieces I don't have the rights to publish on my portfolio site.

Experience

- 2016-Now o'clock
a2b MOTION Prime Minister of Graphic Design
Direct mail campaigns • Copywriting • Marketing • UI (User Interface) • Print/web design • Prepress
- 2015
Radius Marketing Group Creative Director
Created multiple physical/email direct marketing pieces for A/B split testing • Copywriting • Created website • Product development • Video editing
- RIDG (Royal Innovation Design Group)** Graphic Recorder
Graphic Recording • Company history • Video editing
- 2014-2015
a2b MOTION / WhiteLine Creative Prime Minister of Graphic Design
Ad campaigns, logos, e-blasts, website designs, web banners, brochures, etc. • Concepted and created successful print/web direct mail campaigns • Pitched multiple jobs • Publicly delivered marketing presentations • Contributed to SEO metric standards for WLC • Illustrated story boards and graphics for video production department
- 2004-2014
(ISC)² (International Information Systems Security Certification Consortium) Design Team Supervisor
Contributed to and produced numerous ad campaigns, logos, e-blasts, web banners, brochures, etc. • Concepted and created successful print/web direct mail campaigns, generating thousands of leads for the sales department
- 2003-2004
Contract/Freelance Art Director
Major Clients: Six Flags, Owens Corning, Auto Trader, HGTV, Cox Communications, La-Z-Boy, Ford Credit, Volkswagen, and Comcast • Contract: W. B. Doner Advertising, Young & Rubicam, and Mars Advertising
- 2003-2005
Quirkshop Clothing Co. Co-Owner and Creative Director
Sole clothing and website designer for Quirkshop, Detroit Old School, and TorsoTubes • Media placement: ReadyMade Magazine and insound.com • Produced, from concept to completion, screen printed apparel and accessories
- 2001-2003
Ovation Direct Marketing Senior Graphic Designer
Concepted and created a majority of the print pieces and web promotions • Achieved great response in automotive direct mail, up to 9%, in an industry where 1-3% is considered successful
- 2000-2001
Magnetic Web Designer
Created web page layout design to be handed over to back end developers
- 1998-1999
R. E. Launs Advertising Art Director
Successfully pitched web accounts with Pulte Homes and in the healthcare industry • Produced package and point of sale designs placed in stores throughout US

