

ERIC F. GOULD

ACD/Sr. Copywriter

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SUMMARY

Dallas-based creative lead and copywriter who's been using data-driven insights to influence customer behavior for 17 years. Experienced manager of projects, processes, and people. Writer of compelling copy, masterful messaging, insightful ideas, and awesome alliteration.

EXPERIENCE

T STUDIOS, internal agency for T-MOBILE: Web Creative & Design

Frisco, TX

Promoted to *Senior Creative Development Manager/Copy Lead*

2023-

- Oversees writers who develop copy for T-Mobile.com landing pages and apps.
- Utilizes research, SEO, A/B testing, and target segmentation to boost engagement and conversion rates.
- Collaborates with internal clients and agency partners to ensure brand and strategy alignment.
- Leads a pilot program integrating AI platforms into daily operations, resulting in increased efficiency and accuracy.

Senior Digital Copywriter

2021-2023

- Partnered with digital designers and developers to create, edit, and enhance content for web and mobile—boosting website traffic, improving SEO rankings, and conversion rates.
- Maintained web presence for T-Mobile Home Internet, growing to nearly 4 million customers in 2 years.
- Increased brand recognition and customer loyalty through T-Mobile Tuesdays, T-Mobile Money, ON US streaming partnerships (Netflix/Paramount/Apple TV+, etc.), device launches, and corporate responsibility.

HAWKEYE, a PUBLICIS AGENCY (formerly ASPEN MARKETING, a division of EPSILON)

Irving, TX

Promoted to *Associate Creative Director/Lead Copywriter*

2018-2021

- Led daily creative operations, presented to clients, and managed a team of 3-4 direct reports.
- Developed email and direct mail marketing campaigns to generate B2B sales leads for AT&T Business.
- Revamped AT&T's small business catalog, resulting in a 60% sales boost compared to previous issues.

Senior Copywriter

2013-2018

- Leveraged data-driven insights to increase customer loyalty and retention for AT&T's wireless, broadband, and video products through targeted email and direct mail campaigns.
- Integrated AT&T's acquisitions of DirecTV, Warner Bros., and HBO—leading to successful cross-over promotions with entertainment IP such as Game of Thrones, Justice League, and NFL Sunday Ticket.
- Launched AT&T's first streaming TV service (now DIRECTV Stream) by direct mail, garnering 1 million subscribers in its first year and exceeding benchmarks by 330%.

TPN, an OMNICOM AGENCY

Dallas, TX

Senior Copywriter

2010-2013

- Created signage, promotional displays, and marketing collateral for all 6000 Bank of America branches.
- Launched new retail banking services like mobile check deposit and Merrill Edge investment products.
- Wrote C-suite blog posts and white papers on industry trends, company updates, and thought leadership.

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RAPP, an OMNICOM AGENCY

Copywriter

Irving, TX

2009-2010

- Executed multi-channel B2B lead-generation campaigns for HP Enterprise, including the successful "HP Sprawl Monster" program, achieving an impressive 14:1 ROI.
- Contributed to the 2010 Addy Award-winning "RAPP ROI".

POWERPACT (now TouchStorm)

Copywriter

Dallas, TX

2007-2009

- Produced retail displays for Sony Electronics to maximize brand visibility and drive in-store sales.
- Collaborated with Sony Pictures to create retail promotional tie-ins, including a James Bond sweepstakes that won a PROMO magazine award and increased traffic to Sony.com by 25%.
- Developed CPG, interactive, and race-day tactics for Susan G. Komen and its sponsors.

CBS RADIO (now Entercom)

Creative Services Copywriter

Austin, TX

2006

- Scripted (and sometimes voiced) compelling radio commercials for a diverse range of national and local advertisers.

FREELANCE

- Specializes in engaging web content and effective marketing strategies for small businesses and entrepreneurs.
- Recent clients include Curt Steinhorst, a leadership strategist, author, and keynote speaker; Justin Forsett, a former NFL Pro-Bowler-turned motivational speaker and businessman.

SKILLS

AI content generation, AI prompt writing, B2B and B2C copywriting, copyediting, creative direction, customer cross-selling, email marketing, direct mail marketing, messaging strategies, Mac OS, Microsoft Office, presenting, process optimization, script writing, shopper marketing, social media, strategy development, UX microcopy, web accessibility, web content, Figma, Slack, and Teams.

EDUCATION

The University of Texas 🇺🇸

Bachelor's of Radio-TV-Film

Austin, TX

2004