

ERIC F. GOULD

Creative Director • Copywriter • AI-Enabler

972.971.8475 • ericfgould@gmail.com • ericfgould.com • linkedin.com/in/ericfgould • Plano, TX

SUMMARY

Creative Director, Associate Creative Director, and Senior Copywriter with 15+ years of agency and in-house experience building brand stories, campaign platforms, and customer journeys that turn interest into action. Brings strategic insight to the why behind the words, connecting business goals with customer POV and buying psychology to create work that converts. Pairs hands-on copywriting and creative direction with AI-enabled workflows that help teams move faster while keeping the work clear, consistent, and on-brand.

TOOLS & EXPERTISE

ChatGPT | Claude | Copilot | Grammarly Enterprise | Workfront | Slack | Microsoft 365 | Google Workspace

Creative Direction | Brand Messaging | Campaign Platforms | Messaging Frameworks | Lower-Funnel Creative | Conversion Strategy | Customer Acquisition | Cross-Sell | Copy Strategy | AI-Enabled Creative Operations | Client Presentations | Stakeholder Alignment | Writer Mentorship | Editorial Standards | Content Governance | Custom GPTs | Prompt Libraries | Lifecycle Marketing | Email Marketing | Direct Mail | Sales Enablement | Product Messaging | Customer Journey Strategy

EXPERIENCE

T-Mobile (In-House) • Frisco, TX

Creative Director

Jan 2024 – May 2026

- Led creative and copy strategy for T-Mobile's Home Internet and Fiber web and app experiences, shaping customer journeys that clarified product value and reduced switching barriers — supporting its rise to the nation's fifth-largest ISP.
- Delivered a Home Internet promotion tied to a national iPhone launch that exceeded sales goals by 60%, aligning offer strategy, customer motivation, and channel-specific messaging across digital, retail, and marketing touchpoints.
- Increased MLB.TV redemptions 25% year-over-year by simplifying the offer and reducing friction across web and app.
- Hired and led a multidisciplinary creative team, overseeing performance reviews, daily creative direction, and individual career development.
- Built and scaled AI-enabled creative workflows — including Grammarly Enterprise, custom GPT quality-control tools, and brand voice guidance — to improve speed, consistency, and editorial standards across a 200-person creative organization.

Associate Creative Director (Copy)

Jan 2023 – Jan 2024

- Led copy, messaging frameworks, and brand narratives across emerging lines of business, including home internet, financial services, sponsorships, partnerships, and corporate communications.
- Mentored writers while staying hands-on in messaging strategy, creative reviews, executive presentations, and stakeholder feedback, keeping creative rationale clear and work aligned to strategy.

Senior Digital Copywriter

Oct 2021 – Jan 2023

- Developed customer-facing launch messaging for T-Mobile Home Internet, introducing a new product category through clear value, proof, and switching rationale.
- Translated T-Mobile's direct-to-cell satellite service with Starlink into clear customer messaging for a high-profile beta launch.
- Wrote launch, partnership, sponsorship, and corporate communications that clarified product value, shaped brand voice, and guided customers toward action.

Epsilon / Hawkeye (Publicis Groupe) • Irving, TX*Associate Creative Director / Lead Copywriter — AT&T Business**Apr 2018 – Oct 2021*

- Led integrated campaign messaging that helped SMB and enterprise customers evaluate cybersecurity, networking, cloud, IoT, and voice solutions across email, web, direct mail, print, and sales enablement channels.
- Served as copy lead for Upward Mobility, AT&T Business's flagship print magazine, shaping narrative structure and product storytelling for a redesign that contributed to a 60% increase in sales over previous issues.
- Helped SMB and enterprise customers adopt collaboration and connectivity solutions during the rapid shift to remote work, turning urgent technology decisions into confident action.

*Senior Copywriter — AT&T Consumer**Feb 2013 – Apr 2018*

- Developed lifecycle email and direct mail campaigns that drove acquisition, cross-sell, and retention across AT&T's broadband, wireless, and entertainment portfolio.
- Contributed launch copy for AT&T's first streaming TV platform, helping drive 1M subscribers in year one and exceed benchmarks by 330%.
- Drove measurable performance lifts through A/B testing and segmentation, including 300% growth for AT&T Fixed Wireless and a 115% click-through lift for Auto Wi-Fi.

TPN (Omnicom) • Dallas, TX*Senior Copywriter — Bank of America**Jul 2010 – Feb 2013*

- Developed cross-sell campaigns across signage, displays, collateral, and video for 6,000+ branch locations supporting banking and investment products.
- Ghostwrote C-suite blog posts and white papers that turned industry trends and company updates into executive thought leadership.

EARLIER EXPERIENCE

- RAPP (Omnicom) • *Copywriter* – HP Enterprise Services
- PowerPact • *Copywriter* – Sony Electronics
- CBS Radio • *Copywriter* – Local, regional, and national clients

LEADERSHIP & COMMUNITY

Congregation Beth Torah • Richardson, TX*Vice President, Communications**2025–Present*

- Lead communications and brand modernization for a 250-family congregation.

EDUCATION

The University of Texas at Austin • Austin, TX*Bachelor of Science in Radio-Television-Film, Cum Laude*