

ERIC F. GOULD

Creative Director • Copy Strategy • AI-Enabled Creative Operations

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SUMMARY

Copy-led Creative Director who helps businesses grow by turning customer interest into action. Brings strategic insight to the why behind the words: what customers need to understand, believe, or trust before they take the next step. Leads creative teams and builds AI-enabled systems that improve both the work and how it gets made. Agency and in-house background across telecommunications, financial services, enterprise technology, and media.

TOOLS & EXPERTISE

ChatGPT • Claude • Copilot • Grammarly • Figma • Workfront • Slack • Microsoft 365 • Google Workspace

Creative Direction • Copy Leadership • Creative Operations • Cross-Functional Leadership • Customer Decision Strategy • Content Strategy • Messaging Strategy • Product Messaging • Customer Acquisition • Cross-Sell • Retention • Lifecycle Marketing • Website Strategy • AI-Enabled Creative Operations • Editorial Standards • Content Governance • Custom GPTs • Grammarly Enterprise • B2B • B2C

EXPERIENCE

T-Mobile (In-House) • Frisco, TX

Creative Director / Copy Lead

Jan 2024 – May 2026

- Directed lower-funnel creative strategy and messaging for T-Mobile broadband by identifying the customer barriers, proof points, and decision triggers needed to help people switch providers with confidence.
- Delivered a home internet campaign tied to a national iPhone launch that exceeded acquisition goals by 60% by connecting product value, customer motivation, and channel-specific messaging across digital, retail, and marketing touchpoints.
- Increased MLB.TV redemptions 25% year over year by developing a unified digital destination that clarified the offer, reduced friction, and made the benefit easier for customers to understand and redeem.
- Built AI-enabled creative workflows—including Grammarly Enterprise, custom GPTs, reusable prompt libraries, and editorial standards—to preserve strategic intent, brand voice, and quality across a 200-person creative organization.
- Mentored a multidisciplinary team of writers and designers while remaining hands-on in messaging strategy, copy development, executive presentations, and creative reviews.

Senior Copywriter → Associate Creative Director / Copy Lead

Oct 2021 – Jan 2024

- Shaped messaging strategy and copy across T-Mobile's Emerging Businesses portfolio, translating product complexity, customer hesitation, and business goals into clear web and app experiences for Home Internet, financial services, sponsorships, strategic partnerships, and corporate communications.
- Wrote messaging for the beta launch of T-Mobile's direct-to-cell satellite service with Starlink, explaining a first-of-its-kind technology through clear, confidence-building copy ahead of a high-profile national launch.

Epsilon → Hawkeye (Publicis Groupe) • Irving, TX

Associate Creative Director / Lead Copywriter — AT&T Business

Apr 2018 – Oct 2021

- Led demand-generation strategy and copy that helped SMB customers understand, evaluate, and adopt cybersecurity, networking, cloud, IoT, and voice solutions across email, web, and print.
- Overhauled AT&T Business's flagship print and digital catalog by improving product storytelling, offer clarity, and customer decision flow, increasing sales 60% over previous issues.
- Developed integrated marketing campaigns that helped businesses adopt collaboration and connectivity solutions during COVID-19 by making urgent technology decisions clearer and easier to act on.

Senior Copywriter – AT&T Consumer

Feb 2013 – Apr 2018

- Developed lifecycle email and direct mail campaigns supporting acquisition, cross-sell, and retention for AT&T's broadband, wireless, and entertainment portfolio, with messaging built around customer needs, decision barriers, and next-best actions.
- Contributed to launch creative for DIRECTV NOW, AT&T's first streaming TV service, helping customers understand and adopt an untested product category that exceeded first-year subscriber benchmarks by 330%.
- Drove measurable performance lifts through A/B testing, customer segmentation, and campaign analytics – including 300% improvement for fixed wireless and 115% for in-car Wi-Fi.

TPN (Omnicom) · Dallas, TX

Senior Copywriter – Bank of America

Jul 2010 – Feb 2013

- Collaborated on cross-sell campaigns (signage, displays, collateral, and video) across 6,000+ branches.
- Ghostwrote C-suite blog posts and white papers on industry trends, company updates, and 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

Leading communications and brand modernization, including editorial standards and digital communications, for a 250-member congregation.

EDUCATION

The University of Texas at Austin · Austin, TX

Bachelor of Science in Radio-Television-Film, Cum Laude