

Tony D. Gould

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WHO I AM...

A creative director, brand advocate, content creator, and strategist who guides the concept and development of award-winning communications for some of the world's most respected brands.

WHAT I DO...

Areas of expertise include:

Creative Concepting and Team Oversight • Brand Positioning Strategy • Radio and Video Talent Direction • New Business Development • Content Auditing, Analysis, Creation, and Management • Design Direction • Traditional, Social, and Mobile Marketing • Tone and Voice Guideline Development • Storyboarding and Scripting • Consumer Personas, User Journeys, and Moment Mapping

WHO IT'S ALL FOR...

Brand experience includes:

Citizens Bank • Adidas • Reebok • Burger King • Walt Disney • BNY Mellon Wealth Management • Harvard University
Lenovo Royal Caribbean International • Wyndham Hotel Group • CUNA Mutual Group • The Hartford • TD Bank • Nokia
Harman Kardon • John Hancock • Michelin Tire • Tauck World Travel • Eaton Corporation • Underwriter Laboratories

WHERE I AM...

2022 to Present • Vice President, Creative Director, Greenhouse In-house Agency, Citizens Bank, Westwood, MA

I currently oversee 18 content creators. I consult with clients on campaign strategies and creative fulfillment and ensure budget adherence. I have revamped and now manage the entire creative process, including grassroots creative briefs, content planning matrices, publication schedules, and editorial processes. I collaborate with 15 lines of business, marketing managers, web strategists, and content planners to ensure effective campaigns and adherence to brand standards. I developed and currently maintain brand guidelines for Citizens' Enterprise Creative and its five sub-brands, including consumer, wealth management, and commercial banking.

WHERE I'VE BEEN...

2021 to 2022 • Senior Copywriter, Contract, Advisor360, Weston, MA

Was the sole in-house writer for a 200-employee FinTech startup. Responsible for all internal and external communications, including product rebranding, website and social copy, video scripts, and long- and short-form collateral.

2016 to 2021 • Senior Writer and Strategist, Contract, Jack Morton Worldwide/Genuine Interactive, Boston, MA

Worked with both sister agencies on a contract basis. Maintained direct communication with the agencies' clients on a near-daily basis, consulting on content planning strategies, user journeys, and UX development. Acted as the lead writer and content strategist for the Eaton Power Management account. Efforts included user journeys and strategic lead-gen content placements in the sales funnel (right content at the right time), working directly with SMEs to create thought leadership videos and articles, ghost-written content for Eaton's "For Safety's Sake" blog series, and social and traditional media fulfillment.

2015 to 2022 • Contract Creative Director and Copywriter, Boston, MA

Worked with clients to develop executions for various markets in a freelance capacity. Projects included brand development, websites, HTML emails, newsletters, blogs, long- and short-form collateral and print ads.

Isobar, Boston, MA

– *Creative Director • 2012 – 2015*

– *Associate Creative Director • 2010 – 2012*

– *Senior Copywriter • 2008 – 2010*

Leader behind digital executions such as websites, mobile and tablet apps, interactive displays, and motion graphics. Responsibilities included client presentations, brand and tone and voice analysis and recommendations, brand and

consumer personas, and content development strategies. Heavily involved in business development and presentations. Supervised writers and designers to oversee quality and ensure the staff of 25 people remained positive and achieved career goals.

2007 – 2008 • Senior Copywriter, LogMeIn, Inc., Woburn, MA

Sole copywriter for an in-house tech agency. Worked directly with product managers and the vice president of marketing communications to develop the proper voice of the company's three main software offerings. Executions included static and interactive Web banners, email blasts, landing pages, and case studies/white papers.

2002 – 2007 • Writer/Director, Contract, Boston, MA

Worked with clients to develop brand identity executions for various markets in a freelance capacity. Projects included Web and interactive, brand development, POP, and collateral. Also sub-contracted through advertising and marketing agencies on a varied range of projects. Industries included wholesale and retail foods, high-tech/industrial products, business-to-business communications, and professional staffing services.

1999 – 2002 • Senior Copywriter/Marketing Strategist, Mustang Marketing, Los Angeles, CA

Developed strategically based campaigns for new and existing products and services. Worked with clients of many industries, including entertainment, hi-tech, healthcare/medical, financial, manufacturing, business-to-business, and consumer products. Media executions included space advertising, radio, direct mail, and collateral such as newsletters, brochures, and press releases. I also worked with print and interactive vendors to request bids, receive samples, perform press checks, and assure overall quality.

1997 – 1999 • Jr. Copywriter, Direct Advertising, Holliston, MA

Involved in all aspects of campaign development, from offer generation to package design and implementation. Maintained direct contact with clients whenever deemed necessary to help sell campaigns. Works included direct mail, trade collateral, and space executions.

1996 – 1997 • Jr. Creative/Go-fer, Pontes/Buckley Advertising, Boston, MA

Helped develop print ads, radio, direct mail, and collateral concepts. Saw production traffic through from start to finish and worked directly with vendors (printers, paper brokers, etc.). I also ran a lot of errands, kicked the copier repeatedly when it refused to cooperate and made visiting clients one hell of a cup of coffee.

WHAT'S IN THE TROPHY CASE...

- **2023 Ad Club Hatch Awards** – Merit Award: Evergreen Student Lending Education Refinance Loan (ERL)
- **2023 In-House Agency Forum (IHAF) Awards** – Gold Award: Citizens Ballpark Bankers
- **2013 Boston Ad Club Hatch Awards** – 3 Gold Awards: Innovation; Unconventional Format; Service Design, Adidas miCoach Elite
- **2010 WebAwards** – Outstanding Website Copy: Financial Services Category, The Hartford
- **2010 Stevie Awards (American Business Awards)** – Website of Blog/Consumer products category: Adidas miCoach
- **2008 W3 Awards** – Gold Award: Sports Website Category, Adidas miCoach
- **2008 WebAwards** – Best Interactive Services Website: Adidas miCoach

WHAT THE LOANS I FINALLY PAID OFF WERE FOR...

- **Master of Arts in Marketing Communications**, Emerson College, Boston, MA
- **Bachelor of Science in Business Administration**, Western New England College, Springfield, MA

HOW I RELAX...

- **Martial Artist:** Member of the United States Hapkido Association and registered Black Belt instructor
- **Musician:** Lead vocalist in blues/rock band. Electric bass guitarist

HOW YOU FIND OUT MORE...

More information is found at www.tonydgould.com. Please reach out for references.