

Tony D. Gould

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WHO I AM...

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

WHAT I DO...

Areas of expertise include:

Creative Concepting and Team Oversight • New Business Development • Content Analysis, Creation, and Management Design Direction • Traditional, Social, and Mobile Marketing • Brand Positioning Strategy • Tone and Voice Development Storyboarding and Scripting • Consumer Personas and Journey Mapping

WHO IT'S ALL FOR...

Client experience includes:

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

WHERE I AM...

2015 to Present • Copywriter/Content Strategist/Creative Director, Contract, Boston, MA

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

WHERE I'VE BEEN...

Isobar, Boston, MA

– **Creative Director • 2012 – 2015**

– **Associate Creative Director • 2010 – 2012**

– **Senior Copywriter • 2008 – 2010**

Leader for digital executions such as websites, mobile & tablet apps, interactive displays and motion graphics.

Responsibilities included client presentations, brand and tone & voice analysis and recommendations, brand and consumer personas and content development strategy. Heavily involved in business development and presentations.

Supervised a number of writers and designers to oversee quality and assure 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. 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 concepts for print ads, radio, direct mail and collateral. Helped see production traffic through from start to finish (concept to film to print) 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...

- **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 found at www.tonydougould.com. Please reach out for references.