Colin Bingham

Ad Operations & QA Specialist | Digital Marketing Strategist

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Professional Experience

The Washington Post | Ad Operations & QA Specialist | Dec 2022–Present

- Configure and execute 15–20 weekly campaigns in Google Ad Manager (GAM), confirming flighting, targeting, and line items to meet client goals, with ownership of keywords, presets, and ad unit optimization.
- Conduct rigorous QA on display, video, and third-party tags/pixels, maintaining <2% error rate while ensuring brand compliance and flawless delivery.
- Build custom ad units and test pages with client assets, using precise tracking and tagging for seamless activation.
- Develop AI-assisted tools to streamline ad ops, saving time on keyword parsing, tag validation, and workflow tasks.
- Serve as SME in GAM and GAM Report Center, generating data-driven reports for optimization and cross-training teams.

nContext | Digital Advertising Specialist | Jul 2021–Dec 2022

- Led strategic campaign planning and execution for 5–6 clients across entertainment, arts, and cultural sectors, managing $100K+ monthly budgets and aligning platforms (Facebook/Instagram Ads, Search, Programmatic) with ROI goals.
- Built custom dashboards, led weekly/biweekly client calls to review performance, and recommended optimizations in targeting, budgets, and creative to drive leads, & sales.
- Implemented A/B testing and managed email marketing (Mailchimp) to enhance campaign efficiency, delivering data-driven insights and measurable returns across diverse portfolios.

Tecore Networks | Digital Marketing Specialist | Jul 2019–Jul 2021

- Led WordPress homepage optimization, increasing session duration 52% (2:08 to 3:14) and conversions 13% (32 to 36) in 3 months via on-page SEO and GTM tracking (scroll, PDF downloads, inquiries).
- Prepared monthly analytics reports to identify trends and improve KPIs for website and marketing channels.

Skills & Certifications

Technical & Ad Tech: HTML5, CSS, JavaScript, WordPress, AI-assisted development; GAM [SME], Google Ads (Search, Display), The Trade Desk, Apple News [SME], LiveIntent [SME].

Analytics & Workflow: GA4, GTM, GSC, Looker Studio, IAS reports, VAST, Jira, Notion. **Certifications:** The Trade Desk Edge Academy, Google Analytics 4, Google Ads Measurement, Iterable

Education

Towson University | B.S., Business Administration (Marketing) | Jan 2017–Dec 2019