Colin Makoto Bingham

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Professional Experience

Digital Advertising Specialist   **December 2022 – Present**
nContext, Digital Marketing Agency
- Ensuring that all digital advertising campaigns are properly scheduled in our Ad Server (Google Ad Manager) and that all relevant targeting is properly applied.
- Quickly learning and understanding all aspects of our ad specs, creative templates, and ad tags to ensure proper functionality of ad campaign creative elements.
- Performing QA of all campaign materials prior to launch, including display and video content and 3rd party ad tags and pixels. Maintaining a <2% error rate.
- Ensuring all advertising creative is in compliance with ad policies and publication specifications.
- Establishing and maintaining strong relationships within the Account Management organizations.

Digital Advertising Specialist   **August 2021 – December 2022**
nContext, Digital Marketing Agency
- Leading client engagement, campaign strategy, development, and execution, and reporting for 4 clients across the performing arts, exhibition, and cultural institution industries.
- Tracking campaign budgets, timelines, platform performance, & ROI - managing $100K+ monthly campaign budget across all clients.
- A/B Testing optimizations to maximize client returns (leads, sales, brand awareness, email sign-ups, etc.).
- Leading client weekly/biweekly calls to review dashboards & share campaign updates/optimizations (audience targeting, budget shifts, platform allocations, copy/creative refresh, etc.)

Digital Marketing Specialist   **July 2019 – July 2021**
Tecore Networks
- Leading development and optimization of Tecore's website redesign in WordPress with a focus in usability, SEO, mobile responsiveness, and high-quality, engaging content.
- Working with sales team and conducting market research to develop website content and blog posts to drive organic web traffic.
- Preparing & presenting internal monthly analytics reports to generate actionable insights into improving website traffic & marketing channels KPIs.

Technical Skills

Software: Google Analytics, Search Console, Tag Manager, Adobe Illustrator, Photoshop, Canva, Notion, Jira, Trello
Email/Social Media Marketing: Facebook Ads Manager, Google Ads Manager, Twitter Ads Manager, Reddit Ads Manager, MailChimp, SendGrid, Constant Contact, LiveIntent,
Web Development: HTML5, CSS3, JavaScript, jQuery, VS Code, WordPress, CMS, On-Page SEO

Education

Towson University   **Jan 2017 – Dec 2019**
Bachelor of Science in Business Administration, Concentration in Marketing