

# Colin Makoto Bingham

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## Professional Experience

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### Marketing Strategy Specialist

July 2019 – Present

Tecore Networks

- Managing Email Marketing Strategy for Tecore Networks' newsletter subscribers that includes planning, email creatives, content, audience segmentation, testing, deployment, delivery, and reporting of metrics.
- Overseeing management of email database in MailChimp to identify high quality leads.
- Developing email automations to save time and ensure consistent follow-up with potential leads.
- Overseeing redesign and development of Tecore Networks' website and new plugins in WordPress using CSS, HTML, JavaScript, and jQuery.
- Optimization of SEO, including meta descriptions, page header tags, keywords, website user experience and navigation, mobile responsiveness, site speed, and monitoring backlinks.
- Ensuring cross-browser, cross-platform, and multiple device type compatibility for all web content.
- Improved content and user interface. Within three months (compared to previous year), increased average session duration by **52%** (2:08 to 3:14), pages/session by **13%** (2.44 to 2.76), and number of sessions per user by **8%** (1.26 to 1.37). Reduced bounce rate by **13%** (56% to 48%).
- Increased website sales inquiry submissions by **8%** through optimizing the UX on product and landing pages.
- Generating Google Analytics reports biweekly to monitor traffic and audience behaviors.

### Advertising Operations Intern

Jan 2019 – July 2019

Phantasy Tour

- Worked with sales and design teams to create and implement digital advertising campaigns for clients.
- Identified specific needs of clients and guided them to successful campaigns to meet their goals.
- Set up and managed display advertising campaigns, email marketing campaigns, sweepstakes campaigns, and social media campaigns for clients to meet their KPI's.
- Troubleshoot user issues and provided feedback and solutions in UserVoice.
- Created goal-oriented WordPress landing pages and implemented basic SEO practices.

## Technical Skills

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**Software:** Google Ad Manager, Google Ads, Google Analytics, Google Search Console, Google Business, Adobe Illustrator, Photoshop

**Email Marketing:** MailChimp, SendGrid

**Web Development:** HTML, CSS, JavaScript (light), jQuery (light), WordPress, Wix, CMS Systems, SEO

## Education

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### Towson University

Jan 2017 – Dec 2019

*Bachelor of Science in Business Administration, Concentration in Marketing*

- GPA: 3.1
- Marketing coursework: Business Analytics, Computer Science I, Interactive Marketing, Global Marketing, Research and Forecasting, Enterprise Information Systems, Sales Management, Marketing Strategy