

Colin Bingham

Ad Operations & QA Specialist | Ad Tech Ops | Workflow Tooling

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Professional Experience

The Washington Post | Ad Operations & QA Specialist | June 2024 – Present

- Support ad delivery operations for campaigns totaling ~\$16M in annual spend across **Google Ad Manager, Apple News, Liveintent, and The Trade Desk**, troubleshooting delivery and setup issues to sustain <2% error rates.
- Own QA and tag validation across display/video and third-party tags/pixels; enforce policy/spec compliance and maintain trafficking documentation to reduce discrepancies.
- Build and deploy workflow tooling + QA automation (tag checks, parsing helpers), cutting repeat validation/trafficking time by ~40%.
- Create and test custom ad units, pixels, and tracking integrations; serve as SME for advanced GAM setup and ad system mechanics.
- Partner cross-functionally (Ad Ops, Sales/AM, vendor teams, Engineering/Product) to implement new ad tech solutions and standardize execution.

The Washington Post | Digital Advertising Trafficking Coordinator | Dec 2022 – June 2024

- Trafficked display/video campaigns in GAM (targeting, pacing, reporting); triaged delivery issues and corrected setups to protect deadlines and performance.
- Improved execution hygiene by maintaining presets/placement practices, documentation, and baseline QA standards (reducing repeat errors and rework).

nContext | Digital Advertising Specialist | Jul 2021 – Dec 2022

- Planned and executed cross-channel campaigns (paid social, search, programmatic), managing \$100K+ monthly budgets and pacing to KPIs.
- Built campaign structures (audiences, segmentation, budgets) and validated reporting before stakeholder/client review; surfaced insights + next actions.
- Ran A/B tests and lifecycle support (Mailchimp); built dashboards and led client reviews with optimization recommendations.

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

- Optimized WordPress homepage via SEO and GTM tracking, increasing conversions 13% and session duration 52% in 3 months.
- Implemented GTM measurement (scroll depth, downloads, inquiry actions) and translated performance into monthly reporting + next-step recommendations.

Skills

Ad Platforms: GAM (SME), Apple News (SME), LiveIntent/Zeta (SME), The Trade Desk (TTD), Google Ads

QA / Validation: 3P tags, pixels, 1x1s, VAST, click/impression tracking, IAS / brand-safety workflow

Tooling / Workflow: HTML/CSS/JS, workflow automation, **process standardization + documentation**, dashboards (Looker Studio), Jira/Notion

Education

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