

Colin Makoto Bingham

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(240) 416-6932 | Washington-DC, Baltimore Area

Professional Experience

Digital Marketing Specialist

July 2019 – Present

Tecore Networks

- Leading redesign and development of Tecore's website in WordPress using CSS3, HTML5 and JavaScript with a focus in mobile-responsiveness - in 3 months, increased website average session duration by **52%** (2:08 to 3:14) and website sales inquiry submissions by **13%** (32 to 36) compared to the previous period.
- Integrating Google Tag Manager website for improved visibility of user engagement including: page scroll tracking, PDF downloads (micro goal), navigation to product inquiry page (macro goal), and others.
- Overseeing management of on-page SEO including page meta descriptions, image alt text, header tags, content keywords, sitemap, mobile responsiveness, and site speed.
- Preparing & presenting internal monthly analytics reports to generate insight into website traffic and marketing channels, strategizing opportunities for improving page and channel KPI's (high exit %/low conversion rate, high bounce rate, time on page).
- Investigating telecommunications market opportunities and trends to create web pages and content to drive organic traffic to website.

Advertising Operations Intern

Jan 2019 – July 2019

Phantasy Tour

- Worked with sales and design teams to implement and see through digital advertising campaigns for 4 clients.
- Identified specific needs of clients and strategized ideas to ensure successful campaigns to meet their goals.
- Set up and managed display advertising campaigns, email marketing campaigns, sweepstakes campaigns, and social media campaigns for clients and generated weekly performance reports.
- Oversaw troubleshooting user account issues in UserVoice, and provided solutions for all users.
- Created 2 WordPress landing pages and implemented basic On-Page SEO practices (Phantasy Contests, and Phantasy Cards).

Technical Skills

Software: Google Ad Manager, Google Ads, Google Analytics, Google Search Console, Google Business, Adobe Illustrator, Photoshop, GIMP, Inkscape.

Email/Social Media Marketing: MailChimp, SendGrid, Buffer

Web Development: VS Code, HTML5, CSS3, JavaScript, jQuery, Bootstrap 4, WordPress, CMS, On-Page SEO

Education

Towson University

Jan 2017 – Dec 2019

Bachelor of Science in Business Administration, Concentration in Marketing

- GPA: 3.1

Extracurricular

Avid Indoor Boulderer (V4) and Sport Climber (5.12)

Passionate Soccer player – Volo City 2020 Summer League (currently ongoing), 3 Goals, 2 assists