

# Colin Bingham

## Ad Operations & QA Specialist | Digital Marketing Strategist

colinm.bingham@gmail.com | linkedin.com/in/bingham-colin | [www.colinbing.com](http://www.colinbing.com) | Arlington, VA

## 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 strategy, development, and execution for 4 clients across arts and cultural sectors, managing \$100K+ monthly budgets and delivering ROI-focused campaigns.
- Designed campaign-specific dashboards and led client calls to review performance, recommending optimizations in targeting, budgets, and creative.
- Implemented A/B testing to maximize client returns, driving improvements in leads, sales, and engagement metrics.

### 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.

## Education

---

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