

Colin Makoto Bingham

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

Professional Experience

Digital Marketing Specialist

July 2019 – Present

Tecore Networks

- Identifying market trends to develop web pages and content in WordPress to drive organic website traffic.
- Led development and optimization of Tecore's website homepage. Within 3 months, increased sitewide average session duration by **52%** (2:08 to 3:14) and monthly website conversions by **13%** (32 to 36) compared to the previous 3 months.
- 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 rates, high bounce rate, time on page).
- Overseeing all on-page SEO including page meta descriptions, image alt text, header tags, content keywords, sitemap, mobile responsiveness, and site speed.
- Integrating Google Tag Manager into website for improved visibility of user engagement including: page scroll tracking, PDF downloads (micro goal), navigation to product inquiry page (macro goal).

Advertising Operations Intern

Jan 2019 – July 2019

Phantasy Tour

- Worked with advertisers to execute marketing campaigns (display, email, social media, sweepstakes) for 4 clients on a website with 10 million total monthly impressions.
- Identified specific needs of clients and strategized ideas to ensure successful campaigns that meet their KPI's.
- Communicated with clients throughout entire campaign process, with weekly/monthly performance reports.
- Project managed tracking to ensure full delivery of all client campaigns.
- Helped craft and design marketing creatives for clients using photoshop and illustrator, as needed.

Technical Skills

Software: Google Ad Manager, Google Ads, Google Analytics, Google Search Console, Google Business, MySQL, 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

Extracurricular

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

Soccer Enthusiast – Volo City Baltimore 2020 Summer League - 2nd place