Colin Bingham

Ad Operations & QA Specialist | Digital Marketing Strategist

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Professional Experience

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

- Lead technical execution of 15–20 campaigns weekly in Google Ad Manager, optimizing delivery, targeting, and pacing to client KPIs.
- Own advanced QA across display, video, and third-party tags/pixels, reducing error rates to <2% while ensuring brand compliance.
- Build and deploy AI-assisted QA and workflow tools, cutting manual QA/tag validation time by 40% and enabling scalable automation.
- Design and test custom ad units and tracking integrations, serving as subject matter expert (SME) for advanced GAM configuration and reporting.
- Cross-train ad ops team and partner with engineering/product groups to implement new ad tech solutions.

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

- Managed initial trafficking of display and video campaigns in Google Ad Manager, ensuring accurate setup and targeting
- Supported delivery QA and assisted in establishing baseline standards for campaign execution.

nContext | Digital Advertising Specialist | Jul 2021 – Dec 2022

- Led strategic campaign planning and execution for 5–6 clients across entertainment, arts, and cultural sectors, managing $100K+ monthly budgets and aligning platforms (Facebook/Instagram Ads, Search, Programmatic) with ROI goals.
- Built custom dashboards, led weekly/biweekly client calls to review performance, and recommended optimizations in targeting, budgets, and creative to drive leads, & sales.
- Implemented A/B testing and managed email marketing (Mailchimp) to enhance campaign efficiency, delivering data-driven insights and measurable returns across diverse portfolios.

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

Ad Tech & Technical Skills: GAM (SME), DV360/Google Ads, The Trade Desk, Apple News (SME), LiveIntent (SME); HTML5, CSS, JavaScript; AI-assisted workflow tools (QA automation, tag validation); WordPress (SEO/optimization)

Analytics, Workflow & Certifications: GA4, GTM, GSC, Looker Studio; IAS, VAST; Jira, Notion; **Certifications:** The Trade Desk Edge Academy, Google Analytics 4, Google Ads Measurement, Iterable Academy

Education

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