

Colin Bingham

Ad Tech Ops & Automation | Publisher Monetization Systems | 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 (GAM)**, **Apple News**, **LiveIntent (Zeta)**, and **The Trade Desk (TTD)**, troubleshooting delivery and setup issues to sustain **<2%** error rates.
- Serve as the primary point of contact for **newsletter monetization ops** (LiveIntent/Zeta), coordinating with Sales/AM, vendors, and Engineering/Product to resolve launch issues and standardize execution.
- Lead QA and tag validation across display/video and third-party tags/pixels; enforce specs/policy and keep targeting/key-values consistent, and maintain trafficking documentation.
- 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 setups; serve as a go-to resource for advanced GAM setup and ad system mechanics.

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

- Trafficked display/video campaigns in GAM (targeting, pacing, reporting); triaged delivery incidents 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: Google Ad Manager (GAM), Apple News, LiveIntent/Zeta, The Trade Desk (TTD), Google Ads

QA / Validation: 3P tags, pixels/1x1s, VAST, click/impression tracking, spec compliance, IAS/Brand-safety

Tooling + Automation: TagSafe (tag QA), Outline (creative border automation), Vast2MP4 (VAST extraction), PageID Scraper (IAS → GAM); **Frontend:** HTML/CSS/JS (React); Looker Studio; Jira/Notion

Education

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