



quincybingham

quincylsb@gmail.com • 601.212.8031

Digital Marketing Management Qualifications:

Competencies

- Paid Search Campaign Management/Strategy
- Paid Social Campaign Management/Strategy
- Search Engine Optimization Strategy
- Marketing Campaign Budgeting & Allocation
- Overall Digital Marketing Project Planning
- Vendor Relationship Management
- Pharmaceutical Digital Management/Strategy
- Pharmaceutical Copywriting/Market Research
- Basic Website Dev & Advanced Campaign Tracking
- Digital Design and Pre-Print Production
- Company New Software/Platform Implementation

Proficient with:

- Google Analytics and Google Tag Manager
 - Google Adwords, Bing Ads and Yahoo Gemini
 - Facebook Business Manager & Power Editor
 - LinkedIn Ads, GSP, and Youtube Ads
 - Acquisio, Marin Software, & Social Moov
 - Microsoft Excel, Power Point & Word
 - Google Trends, SEMRush, & Ispionage
 - Basecamp, QuickBase, and Trello
 - Exact Target, Return Path & Evergage
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Education/Professional Certifications:

- Google Analytics Individual Certification
 - Google Adwords Certification
 - Bing Ads Certification
 - Yahoo Gemini Ads Certification
 - Youtube Ads Certification
 - Columbia College Chicago, Chicago, IL - B.A. in Media Management, Concentration: Entrepreneurship
 - Hinds Community College, Raymond, MS - A.A. in Graphic Design
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Professional Experience:

Summary of Experience:

- Increased client's book of business from 900K in 2015 to 2.7 million in 2016 by successfully reaching client's goals and aligning new products and strategy with client's needs.
- Invited to numerous speaking engagements (solo and panel based) over the past 3 years to discuss tools and strategies on how our agency sells, implements and manages successful Facebook Advertising campaigns and accounts. (Latest speaking engagement, 4/20/2017)
- Extensive experience effectively managing, training and working with international teams in which communication and time zones are taken into consideration. Training included creating and executing onsite paid search course for agency's Central American team.

Be Found Online – Paid Media Account Manager, Chicago, IL • December 2014 – Present

- Developed strategy, content, and project plans for national and international pharmaceutical and retail accounts via Google Adwords, Bing Ads, Yahoo Gemini, Facebook, Twitter, Youtube, and LinkedIn.
- Responsible for regular client communication in the form of daily emails, phone calls, meetings, onsite visits and presentations.
- Managed and trained analyst teams responsible for daily paid media account maintenance
- Lead SEM account managers on the adaption and sales strategy for Facebook, Twitter, LinkedIn, and Yahoo Gemini and other social media channels as viable advertising platforms.

- Facilitated the integration of agency Facebook accounts with Facebook Business Manager and Social Moov. This process required extensive communication in between account managers, clients, and our Facebook team to ensure continuity of service.
- Worked in tandem with Digital Analytics Manager to create separate Google Analytics Product and Service for Be Found Online. This included crafting product scope of work, crafting statement of work language, developing pricing scale, and developing sales and marketing strategy.

Be Found Online – Paid Search Analyst, Chicago, IL • May 2013 – Present

- Worked with account managers to provide daily, weekly and monthly reporting.
- Delivered ad hoc client requests daily.
- Responsible for daily bid budget management of 4 – 12 accounts at any given time.
- Implemented and managing goals, filters, and profiles via Google Analytics and Google Tag Manager.
- Regular communication, reporting, and meeting organization with clients to discuss and plan marketing campaign strategy, goals, and progress.

Online Marketing Paid Intern, Sittercity, Chicago, IL • Oct 2012 – May 2013

- Worked directly under the supervision of web analyst in Ireland to produce deliverables.
- Managed Google Adwords campaigns and National Facebook Ad campaigns.
- Produced custom reports, goals, filters, and profiles via Google Analytics.
- Participated in weekly meetings to discuss initiatives and project/campaign statuses
- Generated daily online KPI marketing report and weekly email marketing reports.
- Assisted with marketing copy and creative development.
- Reviewed Commission Junction affiliate applications.
- Optimized campaigns to increase conversions and drive down cost per acquisition.
- Regularly analyzed effectiveness of landing pages and corresponding ad campaigns.
- Regularly generated reports using queries and the SQL database.

Social Media Intern, NorthCoastCGI, Chicago, IL • Jan 2012 – Oct 2012

- Coordinated web development and executed SEO strategy.
- Managed social media accounts, tracked metrics using Google Analytics.
- Produced detailed reports using Microsoft Excel and Word.
- Researched applicable web 2.0 strategies based on company marketing initiatives.

Administrative Intern, Anchor Graphics/Columbia College, Chicago, IL • Oct 2010 – May 2011

- Edited website using basic HTML and a content management system.
- Created database using File Maker Pro for past printing projects.
- Prepare sales and marketing campaign.
- Produced detailed reports using Microsoft Excel and Word.
- Photographed and archived artist's work.