

WORK VAPOR

Job Link: <https://workvapor.in/jobs/meta-and-google-ads-executive/>

HIRING ORGANIZATION

Varnika Arora (Contemporary Fashion Jewelry)

EMPLOYMENT TYPE

Contractor

DATE POSTED

? October 4, 2026

JOB LOCATION

India

? Remote work from: India

META AND GOOGLE ADS EXECUTIVE

DESCRIPTION

Job Role: Meta & Google Ads Specialist

Company: Varnika Arora (Contemporary Fashion Jewelry)

Engagement Type: Freelance / Commission-Based / Hybrid

Location: Remote / Hybrid

Preferred Location: Delhi-based preferred for easier collaboration

Compensation: Retainer / Commission-Based / Hybrid

Email: varnikaaroraofficial@gmail.com

Varnika Arora is looking for a **Meta & Google Ads Specialist** to manage digital performance marketing.

The role focuses on generating conversions, improving ROAS and supporting the growth of the D2C business.

Key Responsibilities:

- Plan, launch and optimise paid ad campaigns on **Meta**.
- Manage campaigns on Instagram and Facebook.
- Manage **Google Search, Display and Shopping** campaigns.
- Build full-funnel advertising strategies.
- Use retargeting, lookalike and conversion campaigns.
- Test creatives, formats and audiences regularly.
- Improve campaign performance through testing.
- Work with the design and content team.
- Develop effective ad visuals and messaging.
- Track **ROAS, CAC, CTR and CVR**.
- Review and improve campaigns weekly.
- Set up accurate tracking with **Meta Pixel**.
- Set up **Conversions API**.
- Set up and manage **Google Analytics (GA4)**.
- Suggest website improvements.
- Suggest landing page improvements.
- Suggest checkout improvements to increase conversion rates.

Requirements:

- **2–5 years of experience** managing Meta and Google Ads for D2C brands.
- Experience with fashion, jewelry or beauty brands is a strong plus.
- Proven record of scaling ad accounts.
- Proven ability to generate conversions.
- Strong understanding of paid funnels.
- Strong understanding of retargeting.
- Understanding of customer behaviour.
- Strong understanding of ad creatives.
- Good knowledge of **ROAS, CPA, CTR, LTV and CAC**.
- Ability to understand and improve performance metrics.
- Shopify experience is a bonus.
- Ability to work independently.
- Ability to take ownership of the work.
- Ability to provide weekly progress updates.
- Comfortable with performance-based compensation.
- Experience working with fashion and jewellery brands is preferred.
- Experience in a similar niche is preferred.

Compensation Model:

The company is open to:

- Monthly retainer
- Commission-based compensation
- Hybrid compensation

The compensation model should be based on driving real conversions.

Why Work With the Brand:

- Founder-led brand.
- Strong aesthetic and celebrity credibility.
- Creative freedom.
- Direct communication.
- Quick decision-making.
- Remote or flexible working.
- Potential for long-term collaboration based on performance.
- Opportunity to directly impact growth and revenue.
- Performance-based rewards.

How to Apply:

Send an email to **varnikaaroraofficial@gmail.com** with:

- Resume
- Portfolio or campaign performance examples
- ROAS and conversion results
- Ad screenshots
- Client names if allowed
- Preferred compensation model: retainer, commission-based or hybrid
- Availability

- Details of past brands you have scaled