

WORK VAPOR

Job Link: <https://workvapor.in/jobs/meta-google-ads-specialist-freelance-%e2%82%b910k-%e2%82%b915k-month-varnika-arora/>

HIRING ORGANIZATION

Varnika Arora

EMPLOYMENT TYPE

Full-time, Part-time

JOB LOCATION

INDIA

? Remote work from: INDIA

DATE POSTED

? February 26, 2026

META, GOOGLE ADS SPECIALIST FREELANCE

BASE SALARY

INR 10000 - INR 15000

DESCRIPTION

Company: Varnika Arora

Position: Meta & Google Ads Specialist

Industry: Luxury Goods & Jewelry

Location: Remote / Hybrid (Delhi preferred)

Employment Type: Freelance / Hybrid

Salary: ₹10,000 – ₹15,000 per month

HR Contact: Not mentioned

Email: varnikaaroraofficial@gmail.com

Role Overview:

- Manage and scale paid advertising campaigns for a contemporary fashion jewelry brand
- Focus on generating real conversions and improving overall ROAS
- Work closely with the creative team to enhance campaign performance

Primary Responsibilities:

- Plan, launch, and optimize Meta (Facebook & Instagram) and Google ad campaigns
- Build full-funnel strategies including retargeting and lookalike audiences
- Continuously test creatives, formats, and audience segments
- Track and improve key metrics like ROAS, CAC, CTR, and CVR
- Set up and maintain Meta Pixel, Conversions API, and GA4 tracking

Candidate Requirements:

- 2–5 years of experience running Meta & Google Ads for D2C brands
- Proven record of delivering conversions (not just traffic)
- Strong analytical mindset with performance metrics understanding
- Experience with Shopify is a plus
- Ability to work independently and share weekly updates

Work Benefits:

- Flexible remote or hybrid working model
- Direct collaboration with founder-led brand
- Creative freedom and fast decision-making
- Long-term collaboration potential based on performance
- Performance-linked earning opportunity

How to Apply

Send your resume, portfolio/performance proof, preferred compensation model, and availability to varnikaaroraofficial@gmail.com