

# 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](mailto: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](mailto:varnikaaroraofficial@gmail.com)