

WORK VAPOR

Job Link: <https://workvapor.in/jobs/paid-media-executive-for-hybrid-work-368600/>

PAID MEDIA EXECUTIVE FOR HYBRID WORK

BASE SALARY

INR 15000 - INR 20000

DESCRIPTION

Performance Marketing Executive

Company Name: Eltro Cyberchrome Private Limited

Location: Alleppey, Kerala

Salary: ₹15,000 per month

Job Type: Full-time, Permanent

Work Mode: Hybrid, some on-site work required

Contact Details

Phone: +91 9946672888

Eltro Cyberchrome Private Limited is hiring a Performance Marketing Executive. The company works in IT and business development solutions. This is a hybrid role. Some on-site work will be needed.

The work is focused on paid marketing. You will run campaigns and improve lead quality. You will also help the business grow through digital ads. The role needs someone who is creative and data driven.

This is a good fit for someone who likes numbers and results. You should be comfortable with Meta Ads and Google Ads. You should also be ready to work independently. A laptop and stable internet are required.

HIRING ORGANIZATION

Eltro Cyberchrome Private Limited

EMPLOYMENT TYPE

Full-time

JOB LOCATION

Kerala, India

? Remote work from: India

DATE POSTED

? June 29, 2026

Key Responsibilities

- Plan and run Meta ads campaigns
- Manage Facebook and Instagram ads
- Run Google Search Display and Performance Max campaigns
- Generate quality leads through paid campaigns
- Monitor campaign performance
- Improve ROI through optimization
- Do keyword research
- Study competitor campaigns
- Manage remarketing campaigns
- Target the right audience
- Coordinate with design and content teams
- Prepare weekly and monthly reports
- Support the business development team
- Track digital marketing trends

The selected candidate will work on measurable growth. You will support lead generation and campaign improvement. You will also help in conversion tracking and audience targeting. Good reporting habits will be important.

Required Skills

- Meta Ads Manager knowledge
- Google Ads knowledge
- Google Analytics basics
- Google Tag Manager basic knowledge
- Lead generation ability
- Campaign optimization skills
- Audience targeting skills
- Conversion tracking knowledge
- Marketing strategy understanding
- Microsoft Office knowledge
- Google Workspace knowledge

Preferred Skills

- SEO fundamentals
- Landing page optimization
- Canva or Adobe Creative Suite basics
- CRM software knowledge
- Email marketing knowledge
- WhatsApp marketing
- Marketing automation tools
- AI marketing tools

Required Qualifications

- Bachelor's degree preferred
- Marketing Business Administration or Commerce background preferred
- Google Ads certification is an advantage
- Meta Blueprint certification is an advantage
- Strong analytical skills

- Good communication skills
- Ability to work independently

Work Requirements

- Personal laptop or desktop
- High-speed internet connection
- Professional work setup at home
- Availability during company hours
- Ability to attend online meetings

Benefits

- Fixed salary
- Performance-based growth opportunities
- Work from home benefit

This role is suitable for candidates who want to build a career in performance marketing. The company is looking for someone focused on results. You should be self-disciplined and eager to learn. This position offers practical exposure to digital advertising.

How To Apply

Interested candidates can apply through Indeed with their updated resume.

Please include your portfolio if available. You may also share Google Ads certification or Meta Blueprint certification. Campaign case studies will be helpful too.

Phone: +91 9946672888

RESPONSIBILITIES

- Plan and run Meta ads campaigns
- Manage Facebook and Instagram ads
- Run Google Search Display and Performance Max campaigns
- Generate quality leads through paid campaigns
- Monitor campaign performance
- Improve ROI through optimization
- Do keyword research
- Study competitor campaigns
- Manage remarketing campaigns
- Target the right audience
- Coordinate with design and content teams
- Prepare weekly and monthly reports
- Support the business development team
- Track digital marketing trends

The selected candidate will work on measurable growth. You will support lead generation and campaign improvement. You will also help in conversion tracking and audience

targeting. Good reporting habits will be important.

JOB BENEFITS

- Fixed salary
- Performance-based growth opportunities
- Work from home benefit

This role is suitable for candidates who want to build a career in performance marketing. The company is looking for someone focused on results. You should be self-disciplined and eager to learn. This position offers practical exposure to digital advertising.

SKILLS

- Meta Ads Manager knowledge
- Google Ads knowledge
- Google Analytics basics
- Google Tag Manager basic knowledge
- Lead generation ability
- Campaign optimization skills
- Audience targeting skills
- Conversion tracking knowledge
- Marketing strategy understanding
- Microsoft Office knowledge
- Google Workspace knowledge

QUALIFICATIONS

- Bachelor's degree preferred
- Marketing Business Administration or Commerce background preferred
- Google Ads certification is an advantage
- Meta Blueprint certification is an advantage
- Strong analytical skills
- Good communication skills
- Ability to work independently