



Email: grow@ecommasters.in
Visit Us: www.ecommasters.in

Job Title	Facebook Ads Specialist
Function	Marketing
Education	MBA/Diploma in Digital Marketing
Experience	4-5 yrs in executing campaigns in Facebook Ads
Location	WFH (should be open to relocate)

Company Overview

EcomMasters was founded by a team of IIT-IIM marketing professionals, with a vision to propel growth for D2C brands & established offline brands. We are passionate about driving consistent ecommerce sales for our clients across multiple platforms. We work with brands as experts to build a bespoke integrated ecommerce marketing funnel, thereby delivering great ROIs across brand websites as well as marketplaces like Amazon and Flipkart.

Roles and Responsibilities

- Engaging with clients to understand their requirements and translating into appropriate digital initiatives.
- Develop and managing the strategy setup for the Facebook Ad Funnels
- Design and implement meaningful and actionable audience and creative tests.
- Writing copies for Facebook Ads that drives conversions
- A/B Testing the Campaigns
- Checking the consistency of Facebook Ad Copy tone and language vis-à-vis Landing page and vice versa
- Creating and choosing landing pages according to the target audience
- Optimizing landing page that suits the campaign
- Daily monitoring of results, improve ads and publishing reports
- Manage budgets on a daily, weekly and a monthly basis to keep spend optimized.
- Work with the web development, design team
- Actively participate in ideating strategies for clients

Required Candidate Profile

- Experience in scaling transactions using awareness & performance campaigns for high growth companies (D2C/e-commerce)
- Minimum 2 years of experience with Facebook Ads
- Must have worked with the Facebook Ads Dashboard extensively
- Comprehensive understanding of Facebook's Advertising Policies
- Must have worked on creating and coordinating an effective landing page
- Amazing writing and verbal communication skills
- Budgets handled >10L per month independently or through an agency
- A spark of creativity is a bonus
- Stay abreast of the ever changing tools, trends of Facebook Ads
- Ability to manage multiple projects at the same time
- Excellent attention to detail
- Display a consistent level of enthusiasm
- Should be a team player
- Keen on Problem solving
- Positive attitude with ability to motivate oneself
- This is a full time role, in remote working mode for now. Candidates applying outside Bangalore must be willing to relocate to Bangalore.

Contact

Send your CVs to : grow@ecommasters.in