

Facebook Ads Campaign Manager

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Company: Tech Functions

Location: Islamabad

Category: other-general

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Tech Functions, PakistanAs a Facebook Media Manager you will be responsible for the day-to-day management of Facebook Ads campaigns. Our Ads Managers are able to quickly assess an account, develop a strategy to improve results for the key metrics, and most importantly implement and improve on that strategy over time through testing.

Key responsibilities:

Day-to-day management of paid social advertising campaigns across Facebook, Instagram, Snapchat, Pinterest, etc.

Play a lead role in client communication, while also helping to spearhead strategy and campaign initiatives.

Track and report on campaign results, data analysis, contribute to weekly/monthly client status calls with regular reporting on results.

Close collaboration with our internal team to assess and improve advertising performance.

Constant learning to improve your understanding of the paid marketing landscape.

Job SpecificationRequirements:

You're an expert in Facebook Ads, having directly managed large budget campaigns with results to show.

Must have strong eCommerce experience, with a thorough understanding of the Shopify platform.

You know exactly what to do to improve results in an account.

You're enamored by the industry, at the top of your game while continually improving

your knowledge by diving deep into industry blogs and more importantly via experience.

Knowing that CRO is just as important as your campaigns, you are well-versed in post-click conversion and what it takes to convert traffic at a high rate.

Always willing to speak up, collaborate, and advocate for your ideas.

You're a conceptual thinker, someone able to create a range of ideas and strategies for campaigns along with having total confidence in your execution and communication with clients.#J-18808-Ljbfrr

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