

Facebook Ads Manager

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Company: Plentys Dot PK

Location: Karachi

Category: other-general

Facebook Ads Manager

Plentys Dot PK, PakistanPlentys.pk is looking for a 'Facebook Ads Manager' who will be responsible for helping in creating, managing, and implementing Facebook marketing campaigns with all new market trends.

Following will be the roles and duties:

Building and managing campaigns across multiple digital media platforms.

Staying up-to-date with digital marketing trends, digital platform policies, and possible user acquisition channels.

Overseeing clients' ad spending budgets, collaborating with internal teams to create landing pages and optimize the user experience.

Identifying trends and insights and optimizing spending and performance based on these insights. Brainstorm new and creative growth strategies.

Writing and optimizing copy for Facebook Ads, and carrying out A/B testing for landing page design and copy, emails, paid ads, etc.

Providing keyword research and analysis, writing and optimizing copy for conversions for landing pages, service pages, product pages, etc.

Producing monthly campaign reports, attending team meetings and check-ins to assess project progress and provide tasks.

Planning, building, and maintaining our digital presence.

Collaborating with corporate users and vendors, creating and designing growth strategies.

Job Specification Skills & Experience:

Up-to-date with the latest trends and best practices in online marketing and measurement.

Ability to initialize, implement, and develop effective strategies and communicate those strategies

Knowledge of ranking factors and search engine algorithms.

Should be fluent in English Speaking

Detailed experience in A / B testing, performance marketing, analytics

Roots in brand and product marketing with an emphasis on strategic storytelling.

Experience creating credible, professional content that moves people and builds brands.

Experience working with Facebook Ads, User Tracking is a must.

Information Technology and Services - Karachi, Pakistan

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