



# Meta Ads Expert

Ghaziabad, Uttar Pradesh, India · 19 hours ago · 7 applicants

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## About the job

**Job Description: Meta Ads Expert (Facebook Ads Specialist)**

**Company:** Chamberofgods  
**Location:** Ghaziabad  
**Employment Type:** Full-time

### About Chamberofgods

At Chamberofgods, we are a fast-growing supplement brand committed to empowering athletes and individuals on their journey to greatness. With a focus on innovation and quality, we aim to build a strong community of high-performing individuals. We're seeking a talented **Meta Ads Expert** to join our team and drive sales and engagement through exceptional Meta (Facebook) advertising strategies.

### Role Overview

We are looking for a highly skilled **Meta Ads Expert** who can create, manage, and optimize Facebook ad campaigns to achieve outstanding results. The ideal candidate should have extensive knowledge of Meta's advertising tools, be adept at integrating Meta Ads with Shopify (or other e-commerce platforms), and have a proven track record of achieving high

ROAS. You will also contribute to our digital strategy by incorporating SEO and keyword insights to ensure an integrated approach to online marketing.

## **Key Responsibilities -**

### **1 Campaign Management:**

- Plan, create, and execute highly effective Facebook and Instagram ad campaigns tailored to our products and target audience.
- Monitor and optimize campaign performance to achieve KPIs such as ROAS, sales, and traffic.

### **2 Integration and Setup:**

- Seamlessly integrate Meta Ads with our Shopify website for tracking sales and traffic.
- Set up and manage Facebook Pixel, Conversion API, and events tracking for accurate performance measurement.

### **3 Ad Strategy Development:**

- Develop comprehensive ad strategies, including audience targeting, creative messaging, and budget allocation.
- Research and implement new trends and tools in Meta advertising to stay ahead of the competition.

### **4 SEO and Keywords:**

- Conduct keyword research to enhance ad targeting and optimize campaign copy.
- Collaborate with the SEO team to align paid and organic strategies for maximum impact.

### **5 Data Analysis and Reporting:**

- Analyze campaign data to identify opportunities for improvement and provide actionable insights.
- Create regular reports to track performance metrics and demonstrate ROI.

### **6 Collaboration and Communication:**

- Work closely with the content, design, and marketing teams to create compelling ad creatives.
- Maintain clear communication with stakeholders, ensuring alignment with business goals.

## Required Skills and Qualifications -

- **Experience:** Minimum 1 year of proven success managing Meta Ads campaigns with high ROAS.
- **Technical Expertise:** In-depth knowledge of Meta Ads Manager, Facebook Pixel, Conversion API, retargeting, and tracking tools.
- **SEO Knowledge:** Strong understanding of SEO, keyword research, and how to integrate them into paid strategies.
- **Analytical Skills:** Proficient in analyzing data using Meta tools and Google Analytics to optimize campaigns.
- **E-commerce Expertise:** Experience integrating and managing Meta Ads for Shopify or other e-commerce platforms.
- **Creative Mindset:** Ability to conceptualize and develop high-converting ad creatives and copy.
- **Communication:** Excellent written and verbal communication skills for effective collaboration and reporting.
- **Strategic Thinking:** Capability to design and execute long-term advertising strategies to drive sustainable growth.

## Preferred Qualifications

- Certifications in Meta Ads, Google Analytics, or related platforms.
- Experience working in the nutraceutical or e-commerce industry.
- Familiarity with other advertising platforms like Google Ads.

## What We Offer

- Competitive salary with performance-based bonuses.
- Opportunity to work in a dynamic, growth-oriented environment.
- Collaborative and creative team culture.
- Professional development opportunities.

If you're ready to make a significant impact and drive growth for Chamberofgods, we'd love to hear from you.

Let's create something exceptional together!