



## Job Description

### Company profile:

Media NV was established in 2014. Our headquarter is in North America, an MNC, and we have offices in Ahmedabad and Chandigarh. When you work with Media NV, you work with family. We are focused on building your business because your success reflects our growth. Our team is made up of individuals who are passionate, driven, and the best at what they do. We combine creativity, technology, and marketing to fully integrate your business with the online world and give you ample opportunity to grow your brand. Whether you are seeking a local or outsourced company, we fully accommodate your goals and execute them to your best advantage.

### Job requirement

**Designation:** Facebook Ads Executive

**Education qualification:** B.E./ B.tech/ MCA/ M.E./M.tech

**Company website:** [www.medianv.com](http://www.medianv.com)

### Job Summary :

We are seeking a results-driven Facebook Ads Executive to manage and optimize our company's advertising campaigns on Facebook and Instagram. The ideal candidate will have in-depth knowledge of Facebook Ads Manager, experience in crafting and executing successful ad campaigns, and an ability to analyze and optimize performance. You will collaborate with our marketing team to align ad strategies with business goals and maximize return on ad spend (ROAS).

### Key Responsibilities :

- **Plan and execute Facebook and Instagram ad campaigns:** Create, manage, and optimize paid social media advertising campaigns to drive traffic, conversions, and brand awareness.
- **Audience targeting:** Use demographic, behavioral, and interest-based data to effectively target audiences.
- **Ad creation:** Work with the creative team to develop engaging and effective ad creatives, including copywriting, visuals, and video content.
- **Budget management:** Monitor and manage advertising budgets, ensuring optimal spend for performance and ROI.
- **A/B testing:** Develop and implement A/B tests to refine campaign strategies, messaging, and creative.
- **Performance tracking and reporting:** Monitor key performance metrics (KPIs), such as CPC, CTR, ROAS, and conversions. Provide insights and reports on campaign performance, with recommendations for improvement.
- **Campaign optimization:** Continuously optimize campaigns based on performance data, audience insights, and testing results.
- **Collaborate across teams:** Work with designers, content creators, and marketing managers to ensure consistent messaging and brand alignment.
- **Stay updated on trends:** Keep up with the latest changes in Facebook Ads Manager, algorithm updates, and emerging trends in paid social media.

### Preferred Qualifications:

- Experience in e-commerce or a digital agency setting.
- Google Ads or other paid media experience.
- Certifications in Facebook Blueprint, Google Analytics, or similar.

## **Why join us?**

- Competitive salary Guaranteed Incremental
- 5 days of the company (Monday-Friday).
- No Sandwich Leave Policy
- Health Insurance benefits
- Team gathering and outings on regular intervals.
- Great working and learning environment
- Generous leave policy
- Excellent working and learning platform
- Rewards and Recognition

**Address: Corporate House 3, Shreeya Amalga, Opp. Avalon Hotel, Thaltej, Ahmadabad-380059**