



**MEGAWEBVISION**

# Media Buyer (META & Google Ads)

**MEGAWEBVISION | Remote**

## About the Role

We're looking for a **Media Buyer** with experience in managing **META and Google Ads** campaigns for lead generation and eCommerce clients. You'll own campaign strategy, setup, optimization, and performance analysis — ensuring every dollar spent drives real ROI.

This role combines analytical thinking with creativity. You'll collaborate with our internal team on ad creative, tracking, and testing to consistently improve results.

# Key Responsibilities

## Campaign Management

- Plan, launch, and manage **META** and **Google Ads** campaigns across multiple clients
- Monitor campaign performance daily and identify optimization opportunities

## Performance Tracking

- Track key metrics: CPL, CPA, ROAS, CTR, conversion rate, and ad fatigue
- Conduct structured performance reviews (weekly) and strategy updates (bi-weekly)

## Creative & Testing

- Create and test new ad creatives using internal AI prompts and frameworks
- Coordinate approvals and manage creative upload schedules

## Collaboration

- Collaborate with design, web, and CRO teams to align creative with funnel strategy
- Maintain detailed documentation of campaign actions, tests, and learnings

# Requirements

## Essential Qualifications

- 2–4 years of experience running paid ads on META and/or Google Ads
- Strong understanding of targeting, bidding, and campaign structure
- Experience managing budgets over \$5K/month per account
- Proven ability to analyze data and make decisions quickly
- Excellent communication and accountability in remote settings

## Preferred Qualifications

- Experience with eCommerce or local lead generation campaigns
- Knowledge of GoHighLevel or similar automation platforms
- Familiarity with AI tools for ad creative and copy generation

# Preferred Qualifications

## eCommerce & Lead Gen

Experience with eCommerce or local lead generation campaigns

## Automation Platforms

Knowledge of GoHighLevel or similar automation platforms

## AI Tools

Familiarity with AI tools for ad creative and copy generation

# Why Join Us



## Performance Culture

Fast-moving performance culture focused on results.



## Remote Flexibility

Remote flexibility with strong systems and accountability.



## Creative Workflows

Access to high-quality creative workflows and AI frameworks.



## Career Growth

Growth-oriented environment with real career advancement.

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**Ready to make an impact?** Join MEGAWEBVISION and help drive real ROI for our clients through strategic media buying.