

Urgent Hiring: Meta Ads Expert (Facebook, Instagram & YouTube Marketing)

Location: Remote (Anywhere in Bangladesh)

Company: Prachin Bangla Limited

Job Type: Full-Time / Contract

About Us:

Prachin Bangla Limited is a fast-growing **multivendor eCommerce platform** offering a wide range of products from **healthcare, herbal, and wellness items** to **fashion, electronics, grocery**, and more. We are passionate about promoting **natural wellness** and **empowering local sellers** across Bangladesh. To accelerate our digital growth, we are urgently hiring a skilled **Meta Ads Expert** to lead strategic and high-converting ad campaigns across **Facebook, Instagram, and YouTube**.

Key Responsibilities:

- Strategize, manage, and optimize **paid ad campaigns** on **Meta platforms (Facebook & Instagram)** and **YouTube Ads** to drive **product sales** and **vendor onboarding**.
 - Conduct **A/B testing** on creatives, audience segments, and copy to improve campaign effectiveness.
 - Track and analyze ad performance — **ROAS, CTR, CPC, CPA** — and make real-time optimizations.
 - Set up and manage **Meta Pixel, Custom Conversions**, and **Conversions API** for better audience tracking and retargeting.
 - Create **retargeting funnels** and **lookalike campaigns** to maximize reach and engagement.
 - Collaborate with the content and design team to produce **high-converting creatives** (images/videos).
 - Stay up-to-date with **Meta Ads policies**, algorithm changes, and platform best practices.
 - Plan **seasonal, promotional, and new product/vendor campaigns** aligned with business goals.
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Qualifications:

- **2+ years of experience** in managing Meta Ads (Facebook & Instagram) with proven **high ROAS**.
- Deep knowledge of **Meta Business Suite, Ads Manager, Pixel setup**, and **event tracking**.

- Experience in promoting **eCommerce platforms** or **natural/herbal products** is highly preferred.
 - Strong analytical skills to interpret data and optimize ad performance.
 - Knowledge of **Bangladeshi digital market trends** and **customer behavior**.
 - Experience with **YouTube Ads (Google Ads Video Campaigns)** is a big plus.
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Preferred Skills:

- Basic **graphic design** or **video editing** to quickly create ad creatives.
 - Strong **copywriting skills**, especially for health, wellness, and product-based ads.
 - Bonus: Experience with **TikTok Ads** or **Google Search/Display Campaigns**.
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Why Join Us?

- 100% remote work flexibility — work from anywhere in Bangladesh
 - Be part of a brand that promotes natural wellness and digital entrepreneurship
 - Play a key role in driving our digital advertising growth strategy
 - Work on high-impact campaigns across herbal, fashion, electronics, grocery, and more
 - Salary: Negotiable (based on experience and performance)
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To Apply:

Please fill out this short form to submit your application:

<https://forms.gle/JjEswHEJuXNSxEwt6>