ROLE BRIEF · PAID MEDIA

# Freelance Meta Ads Specialist

Contract · 20 h / week  Remote  $25 – $35 / hour

I am looking for a hands-on media buyer to help run Meta and TikTok accounts for e-commerce and app clients — someone who loves both the numbers and the creative.

## WHAT YOU WILL DO

- Build and optimise Meta and TikTok campaigns for 3–4 accounts
- Launch new creative tests every week and report what won
- Keep tracking clean with the Conversion API and GA4
- Share a short weekly update with me

## WHAT I NEED

- 3+ years running Meta ads with real budgets
- Hands-on Advantage+ Shopping experience
- Good spreadsheet skills and clear written English
- Bonus: TikTok Spark ads and UGC briefing

## HOW WE WORK

Weekly 30-minute call, shared Slack channel, clear briefs and quick feedback. Invoices paid within seven days.

## HOW TO APPLY

E-mail **crew@zayanmirza.com** with your portfolio, your rate and one result you are proud of.

> "I would rather work with three great freelancers for years than thirty for a month. — Zayan