



Digital Advertising Specialist

Location: Tulsa, OK (Hybrid – local travel required)

Salary: \$60,000–\$80,000 annually (based on experience)

Type: Full-Time

About VARIABLE

VARIABLE is a full-service marketing agency that helps brands grow through strategy, creative, and execution. We partner with companies across industries—from manufacturing and healthcare to QSR and professional services—to tell better stories, generate demand, and build brands that last.

We don't believe in siloed creatives or “just do the task” roles. We believe in ownership, accountability, and people who take pride in delivering excellent work—for clients and teammates alike.

Role Overview

We're looking for a **Digital Advertising Specialist** who lives and breathes performance marketing. This role is responsible for planning, launching, optimizing, and reporting on paid digital campaigns across multiple platforms—with a relentless focus on ROI, efficiency, and growth.

You'll work closely with strategy, creative, and account teams to turn business objectives into measurable results. This is a hands-on role for someone who understands both **the art and science of paid media**.



Key Responsibilities

Campaign Strategy & Execution

- Plan, build, and manage paid advertising campaigns across platforms including
 - Google Ads (Search, Display, YouTube)
 - Meta (Facebook & Instagram)
 - LinkedIn Ads
 - TikTok (as applicable)
 - Other emerging platforms as needed
- Translate marketing goals into audience targeting, funnel strategy, budgets, and KPIs
- Develop and manage full-funnel campaigns (awareness → consideration → conversion)
- Own campaign setup, launches, testing, and ongoing optimization

Optimization & Performance

- Monitor daily performance and make data-driven optimizations
- Manage bids, budgets, pacing, and creative rotation
- Run A/B tests on audiences, creative, copy, landing pages, and offers
- Identify scaling opportunities and efficiency improvements
- Troubleshoot performance drops and platform issues quickly

Analytics & Reporting

- Track and analyze performance using platform data, GA4, and attribution tools
- Build clear, actionable reports for internal teams and clients
- Translate performance data into insights—not just metrics
- Make recommendations backed by data, not guesswork

Collaboration & Creative Direction

- Collaborate with creative teams to brief ad concepts and variations
- Provide feedback on creative performance and optimization opportunities
- Work with account managers and strategists to align paid media with broader campaigns



Required Qualifications

- 3+ years of hands-on experience managing paid digital advertising campaigns
- Proven success managing budgets across multiple platforms
- Strong understanding of:
 - Audience targeting & segmentation
 - Conversion tracking & pixels
 - Attribution models
 - Performance funnels
- Experience with Google Ads, Meta Ads Manager, and LinkedIn Ads
- Comfortable working with data, spreadsheets, and reporting tools
- Strong attention to detail and ability to manage multiple campaigns simultaneously

Preferred (But Not Required)

- Agency experience
- Experience with franchise, multi-location, or B2B advertising
- GA4, Tag Manager, or conversion tracking setup experience
- Experience managing monthly ad spend \$25k+
- Familiarity with landing page CRO and testing tools
- Experience with Attentive

What Success Looks Like in This Role

- Campaigns consistently meet or exceed performance benchmark
- Budgets are paced correctly with clear rationale
- Creative testing is structured and ongoing
- Reporting is clear, insightful, and actionable
- Clients and internal teams trust your recommendations



Soft Skills That Matter

- Analytical thinker with a test-and-learn mindset
- Proactive problem solver
- Strong communicator (written and verbal)
- Comfortable owning results and being accountable
- Curious about new platforms, formats, and trends

Compensation & Benefits

- Salary range: **\$60,000–\$80,000**, based on experience.
- Paid time off and holidays.
- Growth opportunities within a fast-growing agency.
- Opportunity to work on a wide range of brands and industries.
- A collaborative, creative, and accountable team culture.

Why You'll Love Working at VARIABLE

- You're trusted to own your work—not micromanaged.
- You'll work directly with clients and see your strategic impact.
- No boring, repetitive projects—every client is different.
- You'll be part of a team that values growth, accountability, and quality.

