



Media Buyer / Account Manager *Versatile Agency | Remote*

About Versatile Agency

Versatile Agency is a performance-driven marketing agency specializing in real estate lead generation. We combine paid media, automation, and strategic client support to help realtors scale their pipelines with motivated buyer and seller leads.

We're currently looking for a new Account Manager to join our growing team. This is a client-facing role focused on managing Facebook/Meta ad campaigns, monitoring performance, and ensuring consistent results across multiple client accounts.

Role Overview

The Account Manager is responsible for end-to-end campaign management, from strategy and creative execution to performance tracking and client communication. You'll collaborate with our internal team while independently managing creative production and performance optimization using our AI prompts and creative SOPs.

Key Responsibilities

- Launch, monitor, and optimize Meta ad campaigns (YouTube ad experience is a plus)
 - Conduct detailed performance reviews (3x/week) and daily health checks on active accounts
 - Track CPL, CTR, lead quality, and ad fatigue; take immediate action on underperforming campaigns
 - Create new ad creatives using AI prompt workflows and Canva, aligned with each campaign's goal
 - Coordinate client approvals and creative uploads
 - Communicate regularly with clients via Slack and bi-weekly Zoom calls
 - Prepare agendas, reports, and action plans for catch-up calls
 - Assign and manage daily tasks using ClickUp project management
 - Review lead flow and automation in GoHighLevel to ensure proper CRM integration
 - Document all changes, issues, and progress clearly and proactively
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Requirements

- 2–3+ years experience in media buying, preferably in a real estate or lead-gen context
 - Strong working knowledge of Meta Ads Manager and GoHighLevel
 - Excellent communication skills and client relationship management experience
 - Highly organized with the ability to manage multiple accounts and deadlines
 - Data-driven mindset with attention to campaign pacing and KPI targets
 - MUST be Canadian Based
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Preferred Qualifications

- Experience with Canva or other visual content tools (can be trained on the job)
 - Familiarity with AI tools for ad copy and image generation (training provided)
 - Agency background or experience working across multiple client accounts
 - Understanding of real estate terminology and customer journey
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Why Join Us

- 100% remote team with flexible scheduling
- Direct ownership of accounts and the ability to make a real impact
- Fast-paced, supportive culture with room to grow
- Opportunity to work with a proven team of marketers, creatives, and operations leaders