James Prosser

Growth and Partnerships Manager | Creator programs, community and customer marketing

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PROFILE

Growth and partnerships lead with six years at the biggest digital asset trading platforms. I helped make Binance the #1 digital asset trading platform in Australia, then ranked #1 business development manager for Australia at Bitget, where the partners I signed drove US$1B+ in monthly trading volume. Most recently I built Coins.xyz Australia from zero as Country Manager.

SKILLS

Growth: new market launch · budget and agency management · cost and return tracking
Partnerships: creator and influencer programs · revenue-share deal design · contract negotiation
Community: CRM, email and lifecycle · live Q&A, events and ambassador programs · podcasting

EXPERIENCE

Career break

Jul 2026 – Present

Planned parental leave

- Leave after the birth of my child. Available immediately.

Global Growth Lead and Country Manager

Oct 2024 – Jul 2026

Coins.xyz, Remote

First hire and Country Manager for Coins.xyz Australia, recruited by the former Binance Australia CEO. Built every local part from scratch: registration with the regulator AUSTRAC and the anti-money-laundering program, local product, marketing, team and operations. Took it live in January 2025 in a market of 400+ registered digital asset trading platforms.

- Led the Australian launch end to end with a $750k quarterly budget, 2 performance marketing agencies and a cross-functional team of 4, including hiring a manager for creators and influencers.
- Owned the local product roadmap with the Product team, doubling the number of digital assets on offer and adding direct trading in Australian dollars, which lifted the rate of first deposits 150%.
- Tracked cost per new customer, return on ad spend and customer lifetime value with both agencies and reported to the local CEO, global President and global CEO.
- Rescued a stalled US$1M growth program funded by a business partner, got it running again across Southeast Asia and expanded it globally.

Senior Growth Manager

Aug 2023 – Oct 2024

Bitget, Remote

Ranked #1 business development manager for Australia by trading volume for my whole time at Bitget, during the 2024 growth run that took it into the top 5 futures trading platforms worldwide. Helped Bitget become one of 12 finalists for Digital Currency Exchange of the Year at Australia's 2024 Blockies Awards and earned repeated Top Performer bonuses.

- Rebuilt a failing partner portfolio and built a new one from scratch, signing creators and trading communities that brought in customers trading US$1B+ a month (value of trades, not revenue).
- Moved partners from a flat fee per new customer to a tiered share of revenue, lifting 90-day active retention from 18% to 42%.
- Negotiated 20+ partner contracts end to end, from top-tier influencer deals to smaller creators.
- Created, produced and hosted the 5 Min Crypto podcast (24 episodes, 450,000+ organic views, 12,000+ qualified leads) alongside social and email content.

Marketing Specialist

Oct 2021 – Jul 2023

Binance Australia, Remote

Helped make Binance the #1 digital asset trading platform in Australia by trading volume. Led or co-led local marketing as it passed one million customers and AU$600M in customer trades a day, and ran its local community day to day.

- Led or co-led 40+ campaigns a year across acquisition, lifecycle, brand and partnerships, overseeing a $2M+ annual budget and 3 external media and creative agencies.
- Flagship acquisition campaigns delivered 22,000+ verified new customers and AU$3.5M in first-time deposits within 30 days.
- Ran CRM, email and lifecycle marketing across a 1,000,000+ contact database as the name on community emails, growing the local community 500% to 120,000+.
- Hosted live community Q&A sessions, led a 10-person ambassador program and ran a national events calendar, from online masterclasses to meetups and a sponsored exhibit at the inaugural AusCryptoCon.
- Built the local YouTube channel to 10,000+ subscribers and 1,000,000+ views and wrote all local blog and announcement content.

Operations and Compliance Manager

Aug 2020 – Oct 2021

Binance Australia, Remote

Joined weeks after Binance Australia's July 2020 launch and built its operations and compliance, regulated by AUSTRAC, as it became Australia's top digital asset trading platform by AUD volume within six months of launch.

- Led a 5-person operations team and cleared identity-check bottlenecks for high-value customers.
- Set up the tax reporting partnership with Koinly, giving customers built-in tax reports.

Compliance Officer

Sep 2019 – Aug 2020

Services Australia, Hobart

Federal compliance and fraud officer protecting government funds through the Black Summer bushfire and COVID-19 crisis responses.

- Resolved 120+ compliance cases a month at 99.8% audit accuracy, consistently ranking in the team's top two on weekly output.
- Served on both the bushfire and COVID-19 taskforces, investigating fraud and non-compliance and running recorded interviews with customers.
- Handled vulnerable and high-risk customers, trained new officers and built a workflow the whole team adopted.

CERTIFICATIONS

- Google Analytics (GA4) Certification, Google Digital Academy, 2026
- Certified Blockchain Expert and Certified Crypto Expert, Blockchain Council, 2023

TOOLS

Marketing and analytics: HubSpot · GA4 · Amplitude · AppsFlyer · Metabase

Content and creative: Adobe Premiere Pro · Photoshop · Canva · Figma · CapCut

AI: Claude · ChatGPT · Gemini · Perplexity