James Prosser

Growth and Partnerships Manager | Ex Binance, Bitget

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PROFILE

Growth and partnerships lead with six years at the biggest digital asset exchanges. I helped make Binance the #1 exchange 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 · CAC, ROAS and LTV tracking
Partnerships: KOL and creator programs · revenue-share deal design · contract negotiation
Community: CRM, email and lifecycle · AMAs, 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: AUSTRAC registration and the AML/CTF program, local product, marketing, team and operations. Took it live in January 2025 in a market of 400+ registered exchanges.

- 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 dedicated KOL manager.
- Owned the local product roadmap with the Product team, doubling the token lineup and shipping direct AUD trading pairs that lifted first-time depositor conversion 150%.
- Tracked CAC, ROAS and LTV across paid and partner channels with both agencies and reported the numbers to the local CEO, global President and global CEO.
- Rescued a stalled US$1M growth partnership funded by Tether, got delivery back on track across Southeast Asia and expanded the program 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 derivatives exchanges 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 the creators and trading communities behind US$1B+ in monthly trading volume.
- Moved partners from flat cost-per-acquisition to tiered revenue share, lifting 90-day active retention from 18% to 42%.
- Negotiated 20+ partner contracts end to end, from tier-1 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 exchange in Australia by trading volume. Led or co-led local marketing as it passed one million users and AU$600M in daily trading volume, 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 users 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 the community AMAs, 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 as it became Australia's top exchange by AUD volume within six months of launch.

- Led a 5-person operations team and cleared KYC bottlenecks for high-value clients.
- Set up the Koinly tax partnership, giving users integrated tax reporting.

Compliance Officer
Sep 2019 – Aug 2020

Services Australia, Hobart

Federal compliance and fraud officer protecting Commonwealth 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