

James Prosser

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LINKS

[LinkedIn](#), [Portfolio](#)

PROFILE

Marketing leader with 9 years in digital assets - six running growth and brand at tier-1 exchanges across APAC, LATAM, and emerging markets. Has launched and scaled crypto platforms in the Australian market end-to-end: took Binance Australia past 1M users and AU\$600M+ in daily volume as on-camera spokesperson and marketing lead, and led Coins.xyz's AUD market entry as Country Manager, owning positioning, channel mix, and budget against entrenched incumbents under live AUSTRAC scrutiny. Full-funnel across brand, performance, lifecycle, and field, with hands-on HNWI and institutional acquisition experience and the AUSTRAC/AML fluency to keep a regulated launch compliant. Crypto-native since 2017, embedded in Australia's market, media, and partner networks.

CORE COMPETENCIES

- **Market Leadership:** AU market ownership, P&L & budget management, 0→1 scale, GM partnership.
 - **Full-Funnel Marketing:** Brand, paid acquisition, CRM, CX optimization.
 - **HNWI & Institutional:** VIP acquisition, institutional tracks.
 - **Brand & PR:** Tier-1 spokesperson, crisis comms, reputation monitoring.
 - **Field & Partnerships:** Title sponsorships, events, KOL/affiliates.
 - **Analytics & Regulatory:** GA4, AUSTRAC / AML / CTF, KYC / KYB.
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EMPLOYMENT HISTORY

Oct 2024 — Jan 2026

Global Growth Lead & Country Manager, Coins.xyz

Remote

Owned Australian market entry end to end - positioning, channel mix, and field activation against entrenched incumbents during volatile AUSTRAC scrutiny.

- Led the AUD market launch, lifting first-time depositor conversion 150% through paired creative campaigns and a direct AUD spot-pair / PayID rollout.
- Ran concurrent regulated launches across Australia, Brazil, and Thailand in 12 months, achieving 3.2x blended ROAS.
- Drove a 1,104% surge in trading volume and 1,090% lift in campaign-attributed revenue by layering Launchpool activations onto the global app release.
- Directed founder-led in-person brand activations, including the Australian retail pre-launch and the Pudgy Penguins (\$PENGU) cross-community launch moment.
- Led GTM for the Brazil PIX integration, enabling enterprise BRL settlement and cutting cross-border settlement times 80%.

Oct 2023 — Oct 2024

Senior Growth Manager, Bitget

Drove regional growth and institutional liquidity across Australia, Canada, and Europe during hyper-growth (global base 20M → 100M users; quarterly spot volume US\$160B → US\$600B).

- Built VIP and institutional partnership tracks for 60+ B2B counterparties, generating US\$250M+ in monthly B2B liquidity.
- Drove US\$1B+ in monthly trading volume across three regions by expanding the KOL and affiliate network 120%.
- Represented the firm on the ground at tier-1 global industry summits (Token2049 Dubai & Singapore, Coinfest Asia), driving high-value institutional networking and capturing international affiliate partnerships.
- Built and hosted 5 Min Crypto, a 24-episode industry podcast (450,000+ organic views, 12,000+ leads) featuring guests from Theta Labs, Banxa, and Sei Network.

Oct 2021 — Jul 2023

Marketing Specialist, Binance

Led full-funnel marketing for the Australian market as on-camera spokesperson - brand, acquisition, community, lifecycle, events, and product GTM - driving AU\$600M+ daily AUD volume and crossing 1M Australian users.

- Architected flagship full-KYC acquisition campaigns (Tesla Model 3 Giveaway, Great Aussie Bitcoin Giveaway), capturing 22,000+ net-new users and AU\$3.5M in first-time fiat deposits in 30 days.
- Served as the on-camera face of Binance Australia, securing 50+ tier-1 media placements (AFR, Sky News) reaching 15M+, and led crisis communications through severe regulatory and banking disruption.

- Grew localized community 500% to 120,000+ and lifted overall user acquisition 25%; built and ran CRM / lifecycle infrastructure across a 1M+ contact database.
- Managed AU\$500K+ quarterly budgets; negotiated and activated title sponsorships (AusCryptoCon, 10,000 attendees) and multi-city tours.
- Built the Binance Australia YouTube channel from zero and produced 150+ editorial and campaign pieces, including the MasterClass series and founder conversations.
- Built partnerships with Animoca Brands, Koinly, CryptoTaxCalculator, Travala, and Cadena Legal; ran end-to-end local digital-asset listings bridging regulatory due diligence with commercial GTM.

Aug 2020 — Oct 2021

Operations & Compliance Manager, Binance

Built the compliance and fiat-payment foundations that unlocked Australia's mass-market growth.

- Established AUSTRAC-supervised AML/CTF protocols and deployed bespoke KYC/KYB onboarding across Australia, Canada, and Vietnam.
- Built AUD fiat rails (PayID, Osko, NPP) enabling AU\$100M+ in weekly fiat deposits.
- Managed compliance for corporate and HNW entities, including UBO identification and risk-based profiling.

Sept 2019 — Aug 2020

Compliance Officer, Services Australia

Governed federal compliance and identity verification workflows during national crises. Executed complex investigations with zero-fail accuracy against Commonwealth law. Directed compliance operations and frontline fraud defense during Black Summer bushfires and COVID-19 responses.

- Enforced stringent Proof of Identity (POI) and KYC standards with zero-fail compliance.
- Ranked as top investigator, processing 120+ complex investigations monthly with 99.8% audit accuracy.
- Leveraged advanced data-matching protocols to identify multi-million dollar outlays, ensuring audit integrity.

CERTIFICATIONS & AFFILIATIONS

- Communications Advisor, Australian Bitcoin Industry Body (ABIB) - Feb 2026 - present
- Google Analytics (GA4) Certification, Google Digital Academy - 2026
- Certified Blockchain Expert / Certified Crypto Expert, Blockchain Council