

Dara Handelman

Basking Ridge, NJ

646.339.1309 | darahandelman@gmail.com | DaraHandelman.com

QUALIFICATIONS

- Dynamic and results-oriented marketing executive with extensive experience driving impactful and targeted go-to-market strategies across payments, embedded finance, and SaaS solutions.
- Proven expertise in leading cross-functional teams to develop differentiated value propositions, customer-focused messaging, and impactful demand generation campaigns.
- Adept at positioning organizations as tech-forward industry leaders through data-driven insights and creative execution.
- A collaborative leader with a strong track record of mentoring high-performing teams and delivering measurable growth in both small startups and complex, matrixed environments.

EXPERIENCE

J.P. Morgan Payments; Jersey City, NJ; 5/2021-Present

Executive Director, Head of Embedded Finance Product Marketing

- Lead marketing efforts across embedded finance and platform payment products, driving adoption and customer engagement at all stages of the product life cycle.
- Develop and execute GTM strategies, crafting compelling value propositions and customer-centric messaging informed by in-depth personas, market research, and direct client engagement.
- Spearhead innovative marketing activations, such as first-to-market connected car payments concept at Money 20/20 and embedded finance demos at Shoptalk.
- Build and maintain a robust sales enablement ecosystem, creating playbooks, competitive battlecards, and customer stories to empower Sales teams with actionable tools.
- Foster a test-and-learn marketing culture, leveraging analytics and experimentation to drive lead generation, product adoption, and business growth.
- Manage, mentor, and inspire a team of product marketers, coaching them to excel in a fast-paced, highly matrixed organization while driving alignment across Product, Sales, and Client Success teams.
- Lead Marketing and Communications for the North American chapter of Women On The Move, internal women's focused Business REsource Group.

EX.CO; New York, NY; 4/2018-4/2021

Marketing Lead

- Developed GTM strategy for a SaaS-based content creation platform, generating \$500K+ in sales within the first nine months through strategic messaging, website design, and targeted marketing programs.
- Drove demand generation through an optimized event strategy, tripling qualified lead meetings at industry events by aligning marketing programs with sales goals.
- Led a full corporate rebrand, collaborating with the C-suite to define the strategic vision and managing external agencies for naming, messaging, and rollout execution.
- Supervised junior marketing team members, fostering their professional growth and ensuring high-quality output in a startup environment.

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Paxos; New York, NY; 3/2015-9/2017

Senior Director of Global Marketing

- Positioned Paxos as the leading blockchain startup through strategic marketing initiatives, including a full-scale corporate rebrand encompassing name development, messaging frameworks, and a complete go to market plan.
- Launched the Bankchain product, overseeing brand strategy, GTM planning, and experiential marketing, attracting top institutional clients through a monthly event series.
- Partnered with Sales teams to create compelling sales materials, infographics, and demos that resonated with a variety of client segments across multiple sectors.
- Directed integrated digital marketing campaigns for the itBit bitcoin exchange, doubling initial user registrations in under a month through strategic CRM, content marketing, and social media programs.
- Mentored cross-functional teams, elevating their confidence and expertise in executing strategic marketing initiatives.

Grey; New York, NY; 7/2013-1/2015

VP, Account Director

Clients: P&G Beauty (Clairol and Wella)

- Established Grey as digital thought leader in the beauty space. Supervised all digital work for global Clairol initiatives including development of web-based loyalty program and complete website overhaul. Managed ecommerce upgrades across platforms to help increase sales growth. Ideated and managed development of augmented reality app. Led overhaul of social media, increasing engagement by 50%.
- Oversaw global Wella initiatives including brand / product strategy and research, integrated channel planning, and creative production of digital, social, content, print, and TV campaigns.

Deutsch; Los Angeles, CA; 4/2011-10/2012

VP, Account Director

Clients: Fresh & Easy Neighborhood Market (Tesco), Pop Secret (Diamond Brands), Target

- Led Fresh & Easy relationship providing strategic direction and positive ROI planning for all integrated work, including CRM, SEO/SEM, online media, mobile, and social media. Supervised launch of loyalty program, managing production of website and robust, data-based email platform. Developed email offer campaign test program, resulting in 2+% increase in sales.

Kaplan Thaler Group; 2/2008-3/2011; Sr Digital Strategist & Account Manager (2/2008-3/2011)

TipplingSprung; 6/2006-1/2008; Account Manager and Brand Strategist

Alloy Marketing and Promotions; 1/2005-5/2006; Assistant Account Manager

EDUCATION

London School of Economics; London, England; MS Social and Public Communication; September 2004
University of California, Berkeley; Berkeley, CA; BA History; May 2003

CERTIFICATIONS

Mindful Leader; Whil Concepts, Inc.; July 2017