



# DANIEL HENDLER

## Head of Digital Marketing

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## Summary

As an accomplished and strategic digital marketer and growth hacker, I possess extensive experience in developing and leading high-performing digital teams within both startup and mature company environments.

Throughout my career, I have consistently demonstrated success in expanding global presence, optimizing digital marketing campaigns, and enhancing customer acquisition through conversion rate optimization.

A proven leader in data-driven digital marketing, I have a successful track record of building marketing technology stacks from scratch, developing go-to-market strategies, and implementing growth hacking initiatives. Leveraging my skills in collaboration, project management, and digital technology, I drive growth and success across businesses, maximizing ROI through strategic, data-driven decision-making.

## Work History

2021 - 2023

### Head of Digital Marketing

#### Zeal Group (ZFX) - CFD Broker

Built and structured six essential performance based teams: Website and App Product, Marketing Technology, Email, Digital Analytics, and Media Buying. Focused on digital acquisitions and funnel optimization to maximize ROI.

#### Responsibilities

- Performance marketing channels (SEO, Media Buying)
- Communication channels (Email, Push, Website messaging)
- Manage full marketing technology stack and digital analytics
- A/B testing and user funnel optimization
- Accountable for website and mobile trading app

#### Accomplishments

- Development and implementation of a marketing reporting and attribution solution, which allowed the company to accurately measure marketing performance and ROI across multiple channels.
- Construction of a comprehensive marketing technology stack from the ground up
- Planning and execution of a strategic go-to-market approach for the Southeast Asian region, which expanded our global presence.
- 66% increase YoY for digitally acquired first time active traders
- Implementation of server-side tracking and predictive modeling, leading to a 60% increase in ROAS through automated bidding.
- Launch of personalized user flow journeys driven by customer data, enhancing customer engagement and conversion.
- Achievement of a 3x increase in organic traffic within just three months of inception by our SEO team.
- Spearheading the launch of the [ZFX trading app](#)

2017 - 2021

### Head of Performance Marketing

#### Exness - CFD Broker

As the Head of Performance Marketing at Exness, I held a pivotal role, spearheading ROI-driven digital marketing initiatives across a multitude of platforms. My team, composed of performance channel managers specializing in Search, Social, and Display, alongside analysts, martech and growth specialists, worked under my guidance to achieve our marketing objectives.

#### Responsibilities

- Manage Search, Display and Social performance marketing.
- Implemented and managed full DoubleClick stack (DCM, DS, DBM and Google Analytics 360)
- Manage budgets across all advertising channels globally, with a large focus on APAC.
- In charge of marketing technology
- Setup and deployed our programmatic advertising solutions

#### Accomplishments

- Turned media buying profitable, Increasing ROAS by 150%
- Rebuilt marketing technology stack which resulted in an additional 15% global digital users tracked
- Built performance and growth teams from scratch
- Built automated reporting for digital teams

2015 - 2017

### Global Digital Marketing Manager

#### iflix - Video Streaming

Managed the digital budget for several countries in APAC. I was in charge of planning, strategy and execution for all programmatic campaigns.

#### Responsibilities

- Independently managed 5 markets before growing the team by an additional 2 members.
- Lead the setup and integration of DBM (Double Click Bid Manager). After showcasing performance by achieving over 100% improvement in CPA,
- Developed several new acquisition and re-marketing strategies utilizing audience data (DMP) and analytics data.

- Managed all ad-operation and was the primary technical contact for the digital marketing department.
- I took on the role as project manager for the migration of campaigns and tracking from existing platforms (DCM, Adwords, GDN, Facebook) into our new programmatic platform (Adobe Media Optimizer).
- Collaborated with media partners to rebuild iflix SEM keyword structure.
- I setup, managed and optimized campaigns across various ad platforms, incl. Facebook, GDN, Adwords (SEM), DBM, Adobe Media Optimizer (DSP) and DCM.
- Setup website tagging and management utilizing Google Tag Manager and Adobe Tag manager.

## 2013 - 2015 CEO at SpicyPrinters

### SpicyPrinters - Affiliate Agency

I started my own affiliate marketing business where I setup and managed performance-based campaigns. I later employed an additional two members and we ran several campaigns that reached over %122 ROI.

#### Responsibilities

- Conceptualized, implemented and managed ROI focused desktop and mobile campaigns across several traffic sources including Native, Facebook, PPC, Display, POP.
- Technical setup and implementation of my own campaign tracking, analytics and hosting solutions.
- A/B Testing and data-driven optimization.
- Optimized campaigns based on ROI and real-time performance.
- Landing page optimization.
- Copywriting.
- Brand strategies.
- Media Buying & Selling.

## 2011 - 2013 Programmatic Media Trader

### DQ&A - Advertising Agency

Spearheaded the integration of performance marketing tools and strategies within programmatic.

#### Responsibilities

- Built and trafficked campaigns in DSP platforms (Appnexus & DBM) across desktop, mobile, FBX and video platforms.
- Collaborated with DCM team to strategies and deploy DCM campaigns.
- Conceptualised and deployed custom tailored remarketing strategies.
- Pioneered best practice RTB and remarketing techniques.
- Troubleshoot and triaged on technical and performance related issues.
- Provided delivery forecasts internally as a key insight into business and infrastructure needs.
- Employed strategic campaign set up and management tactics to maximize performance and revenue.
- Collaborated with clients to understand goals and needs.
- Identified new opportunities within the programmatic space.

## 2009 - 2011 Ad-Network International Revenue Manager

### Ad Dynamo - Ad-Network

In charge of increasing ad-yield in emerging markets. Increased publisher and network profit margins by spearheading the integration and optimisation of SSP's - increasing global ad-yield by 5%.

#### Responsibilities

- Integrated and managed SSP's (supply-side platform).
- Ad-serving trafficking, optimization and troubleshooting.
- Defined yield strategies and inventory optimization techniques.
- Global publisher and advertiser account management and support.

## Education

### 2011 - 2011 Digital Marketing

#### Quirk

- Digital Strategy

- Creating Digital Assets: Online Copy, Websites and Mobi Sites
- Social Media and Viral Marketing
- WebPR and Online Reputation Management
- Customer Relationship Management and Email Marketing
- Affiliate Marketing
- Engagement Via Mobile Phones
- Paid Media: SEO, PPC and Display Advertising
- Web Analytics and Conversion Optimisation

2006 - 2006	<b>MCSE (Microsoft Certified Systems Engineer)</b> New Horizons Managing, Administering Microsoft Windows XP, Microsoft Windows Server 2003/Network Infrastructure/Active Directory/Security Management.
2006 - 2006	<b>MCDBA (Microsoft Certified Database Administrator)</b> New Horizons Administering, Programming Microsoft SQL Server, Transact-SQL
2003 - 2004	<b>IEB - Matriculation Exemption</b> Reddam Atlantic Seaboard English, Afrikaans, Mathematics, Science, Geography, Computer Science (Java), Business Economics