Hien Bach

Marketing leader who connects data, strategy and people to drive growth

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For over 14 years, I've led digital marketing, brand strategy and multi-market growth for global education organisations, building systems and teams that consistently deliver measurable commercial impact. My work focuses on turning complex, fragmented environments into scalable, data-driven growth engines, whether through demand generation, product marketing, analytics transformation, or brand repositioning.

I'm passionate about developing high-performing, future-ready teams and embedding AI-enabled ways of working that lift capability, confidence and operational efficiency.

Looking ahead, I'm excited by opportunities that combine **marketing, product, data and AI** - roles where I can shape strategy, build integrated growth ecosystems, and drive the next phase of digital transformation. The case studies below showcase the scale, complexity and impact of my work.

Portfolio Highlights

1. Global Demand Generation Engine (30M+ Annual Visitors | Multi-Region Growth)
Led global demand strategy across 10 international sites and 9 languages, delivering **30M+ annual visitors** and achieving **61% growth in MENA and 17% growth in SEA placements** during a market downturn. Unified SEO, paid, content, automation and analytics into a single high-performing acquisition ecosystem.

2. Data & Analytics Transformation (Unified Data Warehouse & Lead Scoring)
Architected the analytics foundation that unified marketing, product, and CRM data across global platforms. Built real-time dashboards, automated reporting, and laid the foundation for lead scoring to accelerate qualification and improve conversion quality across markets.

3. Brand Repositioning & Multi-Brand Integration (PGS, WhatUni, CUG)
Acted as brand custodian to reposition and align three major UK digital brands, ensuring cross-channel consistency and coherence across UX, SEO, paid, social and editorial. Strengthened brand authority and improved platform-wide engagement.

4. GTM Leadership for New Digital Products
Directed GTM strategy, narrative development, acquisition flows, and performance channels for AI-driven student services. Improved early-funnel conversion and increased qualified applicant volume through segmentation, retargeting and product–marketing integration.

5. AI-Enabled Marketing Automation & Productivity Growth (+50%)
Designed and deployed AI-driven workflows for planning, content creation and optimisation. Trained digital teams on AI adoption, enabling a **50% uplift in marketing productivity** and embedding scalable, future-proof processes across regions.

6. Destination Marketing Campaigns at Scale (Ireland, New Zealand, Scotland)
Delivered multi-channel editorial, social, and email campaigns generating millions of impressions, **35%+ session growth**, and record lead volumes for priority destinations. Orchestrated full-funnel integration across content, paid, video, and email.

7. Global Team Leadership & Capability Uplift (20-Person Cross-Region Team)
Led a multicultural digital team across UK, EU and India, strengthening performance, coaching future leaders, and embedding data-driven decision-making. Recognised with **Leadership Impact Award (2024)** and **Emerging Leader Award (2022)**.

8. Content & Social Transformation (346+ Articles, 655+ Videos, Multi-Market Engagement)
Built scalable content operations producing high-quality editorial and video content across markets. Drove 11% YoY growth in video engagement and strengthened influencer and creator ecosystem.

Global Demand Generation Engine

Built a multi-market growth system delivering 30M+ annual visitors & double-digit enrolment growth

Situation
IDP Hotcourses operated 10 global websites across MENA, Asia, and LATAM. Post-pandemic, international demand was unpredictable and competition intensified.

Task
Stabilise demand, rebuild growth, and create a scalable, data-driven acquisition engine that could perform across multiple regions and languages.

Action

- Built and led a **data-driven acquisition ecosystem** across SEO, Paid Search, Paid Social, Digital PR, Partnership, Content, Automation and CRO.
- Directed multi-channel campaigns reaching millions of students annually, including large-scale destination marketing for Ireland, Scotland, and New Zealand.
- Created a global playbook for forecasting, ROI optimisation, attribution, and market resource allocation. Standardised performance frameworks and budgeting models for consistent multi-market optimisation.
- Drove alignment between Product, Analytics, UX, Commercial and regional teams to ensure unified execution.
- Embedded AI-led workflows for content production and campaign planning.

Leadership

- Led and developed a **20-person global digital team** across the UK, EU, and India, ensuring clarity, ownership, and continuous upskilling.
- Built capability through hands-on coaching, operational clarity and AI-enabled workflows.
- Improved team adoption of AI and automation to **100%**, increasing confidence and consistency globally.
- Influenced senior leadership by presenting data-driven forecasts and investment scenarios.
- Established cross-functional alignment with Product, Analytics, Data, and Commercial.

Impact

- **30M+ annual visitors** across the global ecosystem
- **61% growth in MENA** placements, **17% in SEA** during a downturn
- Contributed to the delivery of **£30M revenue** from digital marketing
- **50% productivity uplift** through AI agents and workflow automation
- 100% of team confident and capable of using AI tools in daily work

Data & Analytics Transformation

Architected unified analytics for enterprise-level insights and conversion efficiency

Situation

The business relied on fragmented reporting across regions, making performance forecasting slow and often reactive.

Task

Unify data systems and automate reporting to elevate conversion quality and executive visibility.

Action

- Co-architected the company's **first unified data warehouse** for IDP Hotcourses.
- Built end-to-end Looker Studio reporting frameworks that captured traffic, leads, conversion signals and content performance.
- Automated reporting workflows, reducing manual activity by 40%.
- Partnered with commercial and product to embed insights into decision-making cycles.

Leadership

- Influenced senior leadership to invest in analytics capability, data governance, and cross-department alignment.
- Upskilled international teams on interpreting dashboards, linking insights to commercial action.
- Acted as the bridge between marketing, analytics, product and commercial teams.

Impact

- Holistic, real-time visibility on performance across markets.
- Accurate forecasting and improved budget allocation.
- Improved quality of leads and routing efficiency.
- Foundation for enterprise-level marketing decision-making.

Product Marketing: GTM Leadership for AI-Driven and Community Products

Driving adoption and early-funnel growth for high-impact digital products

Situation

IDP launched innovative AI-driven services to accelerate student application processes (FastLane, FastLane Propose, AI Chatbot, Student Community). Adoption depended heavily on clear positioning and targeted acquisition.

Task

Lead GTM strategy, define product narratives, and integrate marketing channels to drive uptake.

Action

- Supported the development of the product value proposition grounded in behavioural insights.
- Designed acquisition frameworks across SEO, paid, content and email.
- Built segmentation and retargeting journeys based on intent signals.
- Created analytics dashboards to track product adoption and funnel efficiency.
- Integrated performance feedback into product roadmap discussions.

Leadership

- Acted as the strategic bridge between Marketing, Product, UX, Engineering, and Commercial.
- Provided market insight, user behaviour analysis and ROI modelling to guide roadmap decisions.

Impact

- Faster application cycles and stronger applicant intent.
- Increased adoption across global markets.
- Improved student experience through personalised journeys.
- Enhanced institutional value and competitive differentiation.

AI Transformation & Team Capability Building

Accelerated organisational efficiency with AI workflows, structure, training & 100% adoption.

Situation
Manual execution constrained scale and consistency across content, performance and planning.

Task
Introduce AI tools, establish new workflows, and upskill teams to work smarter at scale.

Action

- Built AI-automated workflows for content creation, planning, optimisation and segmentation.
- Delivered AI workshop, enabling every market to produce 3-month plans using AI tools.
- Created templates, prompts and QA processes to ensure consistency.
- Integrated AI into video scripting, editorial frameworks, copywriting, and performance analysis.

Leadership

- Shifted team mindset toward experimentation, rapid iteration and problem-solving.
- Encouraged experimentation, learning and iteration through structured pilots.
- Advocated for ethical, transparent and responsible AI usage.

Impact

- **50% increase in marketing productivity.**
- **100% AI adoption** across the global team.
- Scalable operations despite resource constraints.
- Faster turnaround and stronger consistency across markets.

Destination Marketing at Scale

Delivered high-impact national campaigns reaching millions & driving significant lead growth.

Situation

Priority destination clients, including Study in Ireland, New Zealand, and Scotland, required major visibility, engagement, and lead generation during competitive recruitment cycles. Each campaign needed to serve both student needs and client objectives.

Task

Design and execute full-funnel, multi-market destination campaigns that aligned client goals with demand signals, delivered measurable commercial impact, and strengthened institutional relationships.

Action

- Built high-impact, multi-channel campaign strategies spanning Editorial, Social, Video, Email, SEO, and Paid amplification across 8+ markets.
- Conducted audience, demand, and seasonality analysis to shape messaging, targeting, and content priorities.
- **Worked closely with institutional clients to align messaging, KPIs, creative direction, and success metrics**, ensuring campaigns accurately represented each destination's value proposition and recruitment priorities.
- Established a scalable content and creative framework to maintain consistency across markets while enabling local nuance.
- Led cross-functional collaboration across Content, Social, SEO, Product, Regional Marketing, and Commercial teams to deliver execution at speed and quality.

Leadership

- Acted as the strategic connector between clients, internal teams, and market stakeholders, ensuring clarity on goals, roles, and KPIs.
- Provided strategic guidance to regional teams on channel strategy, positioning, and prioritisation.
- Establish standards for reporting and insight delivery to enhance transparency and foster client confidence.
- Strengthened long-term partnerships through proactive communication, data-backed recommendations, and strategic post-campaign review.

Impact

- **A 35%-40% increase in traffic** to institutional profiles and a **20%-30% lead growth** for the clients.
- Notable uplift in client trust and securing multi-year contract renewals.
- Enhanced revenue opportunities through higher demand, stronger visibility, and improved marketing−client alignment.