

Hien Bach

LinkedIn: linkedin/hien-bach-digital/ | Portfolio: hienbachdigital.github.io/

PROFESSIONAL SUMMARY

Highly accomplished, commercially-driven Marketing Director with 14+ years of experience in the higher education and EdTech sectors, specialising in international student placement and professional services marketing. Proven expertise in leading demand generation and brand activity across owned, earned and paid channels, driving significant client and customer engagement for global organisations.

Skilled at translating business objectives into actionable marketing plans that deliver measurable business impact and ROI. Seeking to leverage a hands-on approach and deep understanding of digital performance marketing, marketing analytics, and stakeholder management to deliver impactful marketing strategies that drive business success.

SKILLS AND EXPERTISE

Category	Skills
Performance & Acquisition	Demand Generation, Digital Performance, Lead Generation, Conversion Optimisation, ROI Optimisation, Cost-per-Acquisition (CPA), SEO, PPC, Paid Media, Social, Marketing Automation.
Brand & Engagement	Brand Storytelling, Market Share, Client and Customer Engagement, Content Strategy, PR, Thought Leadership, CRM, Nurturing, Local Brand Activation.
Leadership & Collaboration	Multi-disciplinary Team Leadership, Coaching & Development, Stakeholder Management, Cross-functional Collaboration (Sales, Operations, Data), Agency and Vendor Management, Budget Management.
Analytics & Reporting	Marketing Analytics, Campaign Optimisation, Performance Reporting, GA4, Looker Studio, Tableau, Forecasting, CRO.
Domain Knowledge	Recruitment Marketing, Higher Education, International Markets (MENA, Asia, Latin America), Multi-channel Environment.

EXPERIENCE

IDP Connect UK & Ireland (London, UK) | 2020 – Present

Global leader in international student placement, operating in 50+ countries and partnering with over 800 leading universities worldwide.

Marketing Director (2024 – Present)

Regional Digital Marketing Director (2021 – 2024)
Head of Digital Marketing (2020 – 2021)

- Spearheaded global demand generation across MENA, Asia, and Latin America, driving **30M+ annual visitors** across 10 websites in 9 languages.
- Achieved **61% growth in student placements** in the MENA region and **17% growth in Southeast Asia** by implementing data-driven digital marketing strategies across owned, earned and paid channels during the market downturn.
- Managed a **£500K+ budget**, optimising ROI and contributing to **£30M in digital marketing revenue** from partner universities.
- **Enhanced marketing productivity by 50%** by developing and deploying AI agents for automated planning and content production.
- **Architected a unified analytics system** that enabled real-time, data-driven decision-making and laid the groundwork for the company's first data warehouse.
- Led and mentored a high-performing, multi-disciplinary digital team (20 people), fostering a centre of excellence that was recognised with both the **Leadership Impact Award** and the **Emerging Leader Award**.

Hotcourses Group (London, UK) | 2011 – 2020

An Edtech company with the world's largest course database, acquired by IDP to accelerate its digital marketing and student placement capabilities.

Portfolio Marketing Manager (2016 – 2020)

Regional Marketing Manager – Asia Pacific & MENA (2013 – 2016)

- Directed integrated marketing campaigns across **10+ international markets**, leveraging SEO, PPC, social media, automation, PR and partnerships to drive consistent year-over-year growth in traffic and conversions.
- Improved operational efficiency by **40%** by pioneering the adoption of digital automation, significantly reducing manual reporting.
- Led and mentored Regional Marketing Managers to ensure the successful local adaptation of global strategies.
- Forged strategic partnerships with universities to align campaign objectives with conversion goals, effectively managing competing priorities to maximise results.

Senior Digital Marketing Executive (2012 – 2013)

Online Marketing Executive (2011 – 2012)

- Delivered **consistent double-digit growth** in both website traffic and lead generation across all assigned regions and countries.
- Executed multi-channel campaigns across SEO, PPC, and social media, establishing the foundation for regional market entry and growth.

EDUCATION

University of Westminster, London, 2010
MA, Marketing & Communications Policy, 2:1

Posts and Telecommunications Institute of Technology, Vietnam, 2008
BA, Business and Administration, Valedictorian