

Hien Bach

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

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PROFESSIONAL SUMMARY

Strategic marketing leader with over 14 years' experience in the higher education sector within a fast-paced agency environment, specialising in student placement. Demonstrates proven expertise in multi-channel campaign management, data-driven insights, and stakeholder engagement across global markets. Skilled at leading multicultural teams, building collaborative partnerships, and delivering measurable results, including double-digit growth in lead generation and conversion.

EXPERIENCE

Marketing Director, Regional Digital Marketing Director, Head of Digital Marketing | IDP Connect (London, UK) | 2020 – Present

Global education provider supporting international student placement across 35 countries.

Responsibilities

- Led strategic marketing and product initiatives across international markets (MENA, Asia, and Latin America).
- Advised senior leadership on brand positioning, ensuring internal alignment on a unified brand identity and messaging across all digital and media touchpoints.
- Advised senior leadership on the implementation of a robust data analytics function, including the data warehousing solution.
- Drive performance across on-site, social, marketing automation, paid media, paid search, and digital PR.
- Oversee £500K+ budget, optimising allocation through performance forecasting and ROI analysis.
- Manage and mentor cross-regional marketing teams, building a centre of excellence recognised for innovation and collaboration.
- Collaborate with cross-functional teams (Partnership, Product, Development and Analytics) to ensure marketing strategies drive sustainable revenue growth.

Key Achievements

- Delivered 61% growth in student placements in MENA region, and 17% growth in SEA through data-driven campaign optimisation.
- Driving 30m+ annual visitors across 9 websites in 8 languages, improving

SKILLS

Strategic Marketing & Planning (B2B & B2C)

Higher Education Marketing & University Partnerships

Multi-Channel Campaign Management (SEO, PPC, Social, Content, Automation, PR)

Data Analytics & Reporting (GA4, CRO, Forecasting, Dashboards)

Stakeholder Engagement & Client Relationship Management

Team Leadership, Coaching & Development

Budget Management & ROI Optimisation

International Market Expertise (Asia, MENA, Latin America)

TOOLS

MS Suite, Co-pilot, Asana, Jira, Confluence, Miro | GA4, Looker Studio, Tableau | Ahrefs, Google Search Console | Google Ads, Meta Business Manager

CERTIFICATES

Coaching Skills for Leaders and Managers, 2025

GA4 Advanced Analysis, 2024

Google Ads Search: AI Powered Performance, 2024

engagement and lead conversion.

- Contributed to £30m digital marketing revenue from partner universities.
- Launched international content strategy, transformed ways of working, and boosted organic traffic by 20% year-on-year during the pandemic.
- Successfully relaunched IDP Hotcourses brand across digital channels.

Portfolio Marketing Manager | Hotcourses Group (London, UK) | 2016 – 2020

EdTech platform (acquired by IDP), connecting students with universities worldwide.

Responsibilities

- Directed global marketing campaigns across 10+ markets, integrating SEO, PPC, social, and marketing automation.
- Managed Regional Marketing Managers, ensuring local adaptation of global strategy.
- Partnered with universities to align campaigns with conversion goals, balancing competing priorities.

Key Achievements

- Drove adoption of digital automation, reducing manual reporting and improving efficiency by 30%.
- Consistently delivered year-on-year growth in traffic and conversion KPIs

Regional Marketing Manager (Asia Pacific & MENA) | Hotcourses Group (London, UK) | 2013 – 2016

Responsibilities

- Led regional marketing operations, managing SEO, paid media, and content campaigns.
- Built partnerships with universities and ministries of education to promote international study.

Key Achievements

- Delivered consistent double-digit traffic and lead growth across assigned regions.
- Designed cross-market campaign playbooks, later adopted company-wide.

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

Design Thinking Fundamentals, 2024

Ecommerce SEO, 2024

Create a Brand Strategy, 2023

Segmentation and Persona Research, 2023

Leadership in a Technology Driven World, 2022

Unconscious Bias, 2022

Foundation Content Design, 2022

AWARDS

By IDP Connect, UK & Ireland

Leadership impact, 2024

Inspirational Innovation and Transformation, 2024

Maher El Bakry Emerging Leaders, 2022

Outstanding achievement, 2021

By Hotcourses Group

Innovative Employee of the Year, 2015

Employee of the Month, 2012

LANGUAGES

English (Proficient)

Vietnamese (Native)