

Hien Bach's Portfolio

14+ Years of Strategic Digital Marketing | Brand Strategy | Global Team Leadership

This portfolio showcases a proven track record in driving digital transformation and measurable growth for global education brands. My expertise lies in translating complex market data and audience insights into high-impact, integrated marketing strategies that deliver sustained commercial success and position organisations for future innovation. I specialise in leading cross-functional teams to launch and scale cutting-edge digital products and campaigns across diverse international markets.

Strategic Impact & Commercial Growth

My leadership focuses on establishing a data-driven marketing ecosystem that directly supports core business objectives, specifically year-on-year growth in traffic, leads, and student enrolments.

Global Campaign Strategy & Execution

- Oversaw a portfolio of 10 international websites in 9 languages, collectively reaching over 30 million visitors annually. Directed integrated campaigns across SEO, Paid Search, Paid Social, Digital PR, Content Marketing, and Marketing Automation, resulting in consistent YOY growth in online registrations and qualified leads.
- Architected and deployed comprehensive, multi-channel marketing strategies for high-profile destination marketing clients, including Study New Zealand, Study Scotland, Study Ireland, and Study Nova Scotia. These strategies were built on rigorous internal and external data analysis for precise audience targeting and maximised campaign ROI.
- Brand Repositioning: Advised senior leadership on the repositioning of UK digital brands (including PGS, Complete University Guide, WhatUni web and app) and the relaunch of IDP Hotcourses brand, ensuring internal alignment on a unified brand identity and messaging across all digital and media touchpoints.

Data & Analytics Infrastructure

- Advised senior leadership on the implementation of a robust data analytics function, including the data warehousing solution. This initiative was critical for unifying data across all digital touchpoints, enabling sophisticated lead scoring, and providing a holistic view of the student lifecycle from research to application.
- Leveraged unparalleled access to global demand data and proprietary surveys (e.g., Crossroads, New Horizons, Emerging Futures) to inform strategic marketing campaign planning.

Product Marketing and Innovation

A core strength is the ability to bridge marketing strategy with product development, leading the Go-To-Market (GTM) strategy for transformative digital services that enhance user experience and drive institutional value.

Product	Role & Contribution	Strategic Outcome
FastLane OIP (Offer in Principle)	Led product marketing and positioning on IDP Hotcourses websites. Defined the narrative for this innovative service that provides students with instant, confidence-building eligibility checks.	Accelerated the application process, enhancing student experience and increasing the volume of qualified applicants for partner universities.
FastLane Propose	Provided critical product feedback and strategic guidance on expanding the top-of-funnel student pool. Designed data-rich traffic acquisition and retargeting campaigns for high-quality audience segmentation.	Supported the delivery of personalised, AI-driven proposals to influence high-quality student applications, leveraging global demographic and subject demand data.
Student Community	Contributed to client pitch decks, developed the comprehensive SEO-driven content strategy, and led the GTM execution. Collaborated with Product/Development on ideation, design, and integration.	Provided prospective students with authentic insights while offering institutions valuable visibility and content.
Navi AI Chatbot	Advised on content strategy, contributed to user testing, and provided data-backed feedback. The chatbot is integrated across WhatsApp and web.	Enhanced student engagement, automated lead qualification, appointment booking, and re-engagement of drop-offs, significantly improving operational efficiency.

Holistic Digital Integration

My expertise is defined by a highly technical, holistic understanding of the digital stack, combining Product, Content, SEO, and Performance Marketing. This perspective is applied to ensure that all new and significant page developments are optimised for SEO and marketing elements from the outset, beginning with the review and approval of UX briefs.

Executive Leadership & Team Development

Leading and scaling high-performing teams is central to my impact. I focus on clear goal-setting, mentorship, and fostering a culture of continuous improvement and data-driven decision-making.

- **Global Team Management:** Successfully managed a diverse, 20-person digital marketing team spanning the UK, EU, and India. Responsibilities included full-cycle hiring, nurturing, and performance monitoring to consistently meet and exceed KPIs.
- **Mentorship & Motivation:** Provided clear, inspiring leadership through effective motivation and goal-setting, resulting in a highly engaged and productive global workforce.
- **Recognition:** Recognised for leadership excellence with the Leadership Impact Award (2024) and the Maher El Bakry Emerging Leaders Award (2022), underscoring a commitment to developing future marketing talent.
- **Capability Scaling:** Guided the team in building AI-automated frameworks to scale client promotion and marketing planning, significantly improving efficiency and consistency across cross-channel execution.

Stakeholder & Client Engagement

Success at the executive level requires seamless collaboration across internal functions and effective negotiation with external partners.

Internal Alignment & Cross-Functional Collaboration

- **Product Development Liaison:** Ensured effective alignment with Product, UX/Design, and Development teams, contributing critical marketing insights to product ideation and feature development.
- **Commercial Support:** Liaised with Client Partnerships and Client Success teams to provide marketing support for sales proposals. My role involved presenting digital marketing strategies, explaining complex insights, and evidencing campaign outcomes to secure and protect multi-year client contracts.

External Partnerships & Vendor Negotiation

- **Strategic Vendor Management:** Successfully negotiated with key technology vendors, such as Supermetrics, to secure advanced analytics solutions that enhanced data capabilities.
- **Expanded Reach:** Partnered with affiliates, influencers, and event organisers (e.g., BMI Media) to strategically expand brand reach and market presence.
- **Team Upskilling:** Engaged with professional training providers (e.g., Jelly Fish) to ensure the team's skills remained at the forefront of digital marketing best practices.

Core Expertise & Technical Acumen

My foundation is built on a deep, hands-on understanding of the entire digital marketing stack, cultivated over 14 years, and now applied at a strategic leadership level.

Expertise Area	Acumen & Application
Digital Marketing Stack	Holistic mastery of SEO, Content, Social Media, Marketing Automation, Performance Marketing, PR, and Partnerships. Early career experience in a start-up environment provided hands-on execution, which now informs strategic oversight.
Data & Analytics	Proficient in modern analytics platforms (GA4, Looker Studio, Tableau) and SEO tools (Ahrefs, Google Search Console). Deep understanding of how to translate raw data into actionable business insights and strategic direction.
Technology & AI Integration	Active embrace of AI tools (Co-pilot, Chat GPT, Claude, Manus) for productivity, ideation, and scaling operations. This forward-looking approach ensures the marketing function remains innovative and highly efficient.
Higher Education Landscape	14 years of dedicated experience in the Higher Education sector, providing a nuanced understanding of global learner recruitment trends, and programme development considerations.

Technical Toolkit

- **Analytic:** GA4, Looker Studio, Tableau
- **SEO:** Ahrefs, Google Search Console
- **Advertising:** Google Ads, Meta Business Manager
- **Project Management:** MS Suite, Co-pilot, Asana, Jira, Confluence, Miro

Future Vision

My focus moving forward is on leveraging the convergence of AI, data unification, and hyper-personalised digital experiences to unlock the next phase of commercial growth. I aim to continue building marketing organisations that are not just execution-focused, but are strategic growth engines capable of advising on product roadmaps and driving enterprise-level digital transformation.