

# Bella Mazaya

## Global Product Marketing & Omnichannel Marketing Leader

*Worked for The Forbes Global 2000, SGX & ASX Listed Company*

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### OVERVIEW

Bella Mazaya is a global marketing leader (B2B & B2C) with over 12 years of experience across international education, technology, FMCG, advertising, and SaaS. She has a proven track record in go-to-market strategy, product marketing, omnichannel marketing and sales enablement, working closely with C-level executives and cross-functional teams to drive measurable growth across international markets. Having worked professionally in Singapore, the UK, and Indonesia, Bella offers a uniquely global perspective, excelling in multicultural environments.

**UK Visa Status:** ILR Visa (UK Settlement Visa) - No visa sponsorship required

### KEY SKILLS

- Product Marketing
- Digital Marketing
- Demand Generation
- Content Marketing & Creative
- GTM Strategy
- UI/UX Design
- Affiliate Marketing & Social Media
- Brand & Advertising / Campaigns
- Cross-functional collaboration & stakeholder management
- Performance Marketing (Paid Ads / PPC)
- SEO, GEO & AEO (AI) Writing
- International Marketing (B2B & B2C)
- CRM, Marketing Automation & Analytics
- Team Leadership & Management
- Marketing Operations
- Public & Media Relations, Brand Activation
- Market Research, Data Analysis & Visualisation

### WORK EXPERIENCE

#### IDP Education

London, UK  
Dec 25 - Now

#### Global Product Marketing Manager (B2B)

- Build scalable product marketing operating models, playbooks, and measurement frameworks, laying the foundation for team expansion and long-term global growth as the founding PMM.
- Own and shape global product marketing strategy for IDP's B2B portfolio, supporting international student recruitment, partner success, and institutional growth across the global markets.
- Lead go-to-market (GTM) vision, positioning, and narrative, translating complex, multi-market products into clear commercial value for universities and partners.
- Act as a senior cross-functional leader across Product, Sales, Regional Marketing, and Customer Success, influencing roadmap priorities, sales effectiveness, and market adoption.

#### IDP Education

London, UK  
Jan 25 - Dec 25

#### Senior Digital Marketing Manager - Global

- Lead the strategic direction and marketing execution for IDP Hotcourses Abroad (the global media brand of IDP Education), ensuring cohesive alignment and growth across multiple IDP international student placement markets including Southeast Asia, Australia, East Asia, South Asia, Africa and North America.
- Oversee comprehensive digital strategies, including budget management, content localization, SEO, PPC, email marketing automation, UX optimization, influencer partnerships, and social media campaigns, to enhance global reach and maximize conversions among target audiences.
- Provide strategic direction and insights across IDP Hotcourses International brands, spearheading centralized global projects and collaborating cross-functionally with regional teams to drive international market expansion and audience engagement.
- Deliver robust marketing data analytics to produce actionable insights and detailed performance reports to optimize global digital marketing initiatives and achieve global KPIs.

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**IDP Education**  
London, UK  
May 24 – Jan 25

### **Digital Marketing Manager - Southeast Asia**

- Directed regional digital marketing initiatives across Southeast Asia, with primary oversight of the Indonesian market and additional strategic management for Thailand and Vietnam, aligning with global brand objectives.
- Managed strategic content development, market research, and localization of digital marketing campaigns, encompassing email marketing, PPC, SEO, influencer marketing, UX testing, and social media management, significantly boosting audience growth and user engagement within Southeast Asian markets.
- Produced and communicated high-impact analytics and market insights using tools such as Google Analytics, Google Data Studio, Tableau, IBM Acoustic, and Google Ads, driving data-informed decision-making and performance improvements across regional and global websites.

**IDP Education**  
London, UK  
May 23 – Apr 24

### **Senior Digital Marketing Manager - Southeast Asia (Interim)**

- Lead the country marketing and management for Hotcourses Indonesia Team, in addition overseeing, managing and giving support for Hotcourses Southeast Asian markets marketing strategies (Thailand, Vietnam).
- Manage Hotcourses Indonesia's website through market research, transforming and localising content planning and strategy, product marketing and digital marketing strategy (email marketing, PPC and social media campaign management, UX product testing, website management, SEO, affiliate marketing / influencer) for the Indonesian market, in-line with international strategy integration and adaptation
- Provide global market insights, analysis and digital marketing report for Hotcourses International global websites performance by using various digital marketing tools to achieve desirable KPI.
- Improved H/W IDP leads conversion rate by +46.9% YoY / April 2024 and improved H/W IDP leads volume by +12% YoY / April 2024.

**IDP Education**  
London, UK  
Apr 21- May 23

### **Senior Digital Marketing Executive - Indonesia**

- Promoted as a Senior Digital Marketing Executive for Hotcourses Indonesia and managed to transform marketing plans into reality which resulted into significant improvement of Hot & Warm leads conversion during the pandemic (+269.3% YoY)
- Increased Instagram followers from 8k to 26k for HC Indonesia through offline & online activations.

**IDP Education**  
London, UK  
May 20 – Mar 21

### **Country Digital Marketing Executive - Indonesia**

- Mainly transformed the communication approach, built standard operating procedure for the editorial team and increased the brand's social media exposure throughout this early period working for IDP Connect.
- Managed to meet the IDP leads KPI under a full cut of paid activities budget.

**Wilmar International**  
Singapore  
Nov 15 - Jul 19

### **Production Planning Associate / Digital & Trade Show Lead**

- Gained major positive feedback and raised Wilmar's brand awareness within the food ingredient industry through managing its CSR approaches and rebranding by managing global trade shows. Acted as a spokesperson under Wilmar's Key Account Management department to maintain external global client relationships.
- Grew 20% client retention rate by developing digital engagement strategy through website and online publications for Wilmar.
- Led the transition of supply chain processes into digital platforms using Anaplan as the earliest adopter across Wilmar's business units, streamlining planning, demand forecasting, and cross-functional collaboration across multiple regions which improved efficiency within global Specialty Fats business chains by 70%.

**Magnifique Indonesia**  
Jakarta, Indonesia  
June - Oct 15

### **Associate Art Director**

- Brainstormed integrated marketing communication strategies and art direction, as well as created online and offline visual media for various local and international clients (Clients: L'Oréal, Dulux, Combiphar, Kérastase).
- Gained new client portfolios for the company through crafting the project pitch presentation.

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**Mullen Lowe**  
Jakarta, Indonesia  
Jul - Dec 14

**Graduate Intern (Creative)**

- Trained through 360 areas of advertising industry such as creative department, account executive, legal and corporate affairs.
- Worked on pitch decks, collaborated with Strategic Planners, Art Directors and Design Directors.
- Executed visual artworks with LOWE Design (Clients: Unilever, Garuda Indonesia, Danamon Bank, Djarum).

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## EDUCATION

Imperial College London  
2019-2020

**MSc Strategic Marketing - Graduated with Merit**

Key Modules: Brand Strategy, Digital Marketing, Marketing Data Analytics, Finance & Pricing Strategy, Strategic Market Management, Strategic Product Management, Consumer Behaviour, Relationship Marketing, Entrepreneurship Project.

Leeds Beckett University  
2013-2014

**BSc Creative Media Technology - Graduated with Merit**

Key Modules: Project Management (Research & Planning), Photographic Documentary, Motion Graphics, Website Development, Digital Communication Technology.

Lasalle College  
2009-2012

**Diploma of Computer Graphics Multimedia - Graduated with Merit**

Key Modules: Graphic Design, Illustration, Animation, Photography, Advertising. Visual Communication, Multimedia Interface Design, Website Design.

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## TECHNICAL SKILLS

Google Ads, META Ads, TikTok Ads, LinkedIn Ads, HTML/CSS, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), Adobe Marketo, Acoustic IBM, Figma, Salesforce, Hubspot, Sprout Social, Capcut, Canva, SAP, Microsoft Office (Words, PowerPoint, Excel, Loop), Looker Studio, Tableau, PowerBI, SEMRush, AHREFS, Google Analytics, Google Search Console, Jira, Asana, Slack, Anaplan, GarageBand, generative AI tools (ChatGPT, DeepSeek, Manus, Gemini, Copilot, Suno, Creatify).

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## LANGUAGES

- English (Native Proficiency)
- Indonesian (Native Proficiency)
- Malay (Business Level)
- Japanese (Basic-Intermediate Level)

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## CERTIFICATIONS

- Design Thinking Fundamentals - DesignThinkers Academy (UK, 2024)
- Google Ads Search: Fundamentals - Jellyfish Training (UK, 2024)
- Google Analytics 4: Advanced Analysis - Jellyfish Training (UK, 2024)
- Intro to Product Management - RevoU (Indonesia, 2023)
- Intro to Data Analytics - RevoU (Indonesia, 2023)
- Content Marketing Learning Path - Smart Insights (Marketing Intelligence) Ltd (UK, 2023)

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## ACHIEVEMENTS

- Partnership Excellence Awards 3<sup>rd</sup> Place Winner at IDP - Innovation & Transformation Individual Category (2025)
- UK Search Awards - Nominated for The Best Use of Search B2B (PPC) - Hotcourses Abroad x Bright Skull Media (2025)
- Nominated for Employee Peer Awards at IDP (2021, 2023) & Awarded in 2022
- Leadership Impact Winner at IDP (2020)
- Miss South Jakarta (Abang None) Top 15 Finalist (2013)
- International Photography Semi-Finalist of Adobe Achievement Awards (2014)

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## INTEREST

Volunteering, traveling, writing, photography, art & design, fashion, architecture, books, culinary, golf, tennis, jazz music, music composing, content creation, culture, language, world affairs, history.

***References available upon request.***