
AKBAR PAHLEVI

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SUMMARY

I'm a data-driven growth expert with a T-shaped skill set, experienced in designing, executing, and optimizing full-funnel go-to-market strategies for both B2B and B2C products across APAC. I combine hands-on operational experience from in-house roles with strategic depth from consulting, allowing me to drive measurable and lasting business impact.

EXPERIENCE

AUGUST 2022 - PRESENT

SENIOR CONSULTANT (GROWTH & GTM EXPERT TRACK) | BOSTON CONSULTING GROUP | SINGAPORE

Part of the expert consulting track, I specialize in strategizing, implementing, and executing full-funnel, growth and GTM strategies to deliver best-in-class customer acquisition, engagement, and retention for 0 to 1 ventures as well as established enterprises across SEA.

- Revamped lead acquisition top-of-funnel strategy for Telcoassurance client in Singapore, resulted in 2x engagement rate and 20% increase in conversion rate.
- Developed and executed GTM plan for a 0 to 1 B2B SaaS ventures under Malaysia's largest O&G company, generated more than 35 SQLs and resulted in million-dollar contract within 1st year.
- Conducted rapid experimentation and in-market validation to uncover new fibre product opportunities and ideal value proposition for a telco in Malaysia.
- Performed digital marketing assessments for due diligence purposes on India's BPC eCommerce player for a large sovereign wealth fund.
- Involved in the business development process – building proposals and pitch decks as well as performing outside-in analysis and diagnostics on potential clients.

JULY 2021 – MAY 2022

PRODUCT MARKETING OPS MANAGER | DISNEY+ | SINGAPORE

I led the execution and operationalization of lifecycle marketing campaigns to drive engagement and retention for the Disney+ app across Asia Pacific. My responsibilities included marketing automation, CRM operations, A/B testing, customer and market segmentation, as well as cross-functional project and vendor management.

- Launched Disney+ marketing automation and CRM efforts in 4 new markets (Japan, Taiwan, Hong Kong, and South Korea) from the ground up.
- Maintained a high level of excellence in terms of execution with more than 95% successful deployment within SLA
- Revamped various templates and customer journey processes which helped the scaling and time-to-launch by more than 66%

DECEMBER 2018 – JULY 2021

GROWTH MARKETING LEAD | BEIN SPORTS ASIA PACIFIC | SINGAPORE

I managed the end-to-end growth funnel for beIN Sports' OTT platform across APAC, overseeing digital customer acquisition (paid media and organic strategies), retention and engagement (email, mobile/web engagement, and experimentation), as well as marketing analytics and insights.

- Reduced churn rate across all 6 key markets by 23% through the introduction of mobile and web digital engagement strategy, powered by the marketing automation stack.
- Outperformed the Rugby World Cup 2019 revenue target for D2C OTT subscription by 14%
- Revamped the whole marketing tech stack which includes scoping out and picking out the right tools, managing the integration of the tools, defining the marketing datasets, and operationalizing & building the documentation for the tools.

OCTOBER 2017 – NOVEMBER 2018

MARKETING MANAGER, INTERNATIONAL EXPANSION | INTUIT | SINGAPORE

I served as the digital product owner for Intuit QuickBooks' e-commerce channel and other organic top-of-funnel levers across international markets. I managed the web platform roadmap—covering build, maintenance, analysis, and optimization—to drive customer acquisition, conversion, and engagement.

- Grew the organic (non-paid) subscription conversion rate by 33%
- Introduced automation into the global reseller program process that reduces SLA by 95%
- Launched the Quickbooks Resource blogs across 7 markets that generates 17% uplift in organic traffic

MARCH 2015 – OCTOBER 2017

ASSOCIATE MARKETING OPERATIONS MANAGER | LINKEDIN | SINGAPORE

I led marketing operations for LinkedIn Talent Solutions across Asia Pacific, driving the execution of marketing strategies through email automation, campaign management and analysis, CRM optimization, A/B testing, and market segmentation.

- Maintained a strong operational excellence in campaign management (95% in campaign executed within SLA)
- Optimized the marketing segmentation process that results in 50% reduction spam complaints while maintaining the lead generation pipeline.
- Worked on the concept, key messaging, and digital strategy for LinkedIn inaugural consumer campaign in Indonesia, LinkedIn Dream Jobs and LinkedIn Power Profiles.

AUGUST 2013 – MARCH 2015

ONLINE MARKETER | SALESFORCE | SINGAPORE

As part of the APAC Digital Marketing team, I implemented, managed, and optimized lead generation initiatives—ranging from B2B microsites and landing pages to email marketing campaigns supporting key programs and major trade events.

- Revamped the email marketing library and programs across APAC resulting in 23% CTR uplift
- Streamlined the process for microsites development that reduces turnaround time by 15%

SKILLS

Expertise: Go-to-Market Strategy, Digital Marketing, Customer Acquisition, Customer Lifecycle Marketing, Demand Generation, Marketing Mix Modelling, Marketing Analytics, Rapid Experimentation & Testing, Conversion Rate Optimization, Sales & Marketing Operations, Campaign Operations, CRM, Omnichannel Marketing.

Tools: Hubspot, Salesforce, Braze, Google Analytics, Google Tag Manager, Webflow, Braze, Eloqua, AEM

EDUCATION

2014 - 2015

BACHELOR OF ARTS, INTERNATIONAL MARKETING | BIRMINGHAM CITY UNIVERSITY | UNITED KINGDOM

2008 - 2011

DIPLOMA IN BUSINESS INFORMATION TECHNOLOGY | SINGAPORE POLYTECHNIC | SINGAPORE

CERTIFICATION

GROWTH SERIES | REFORGE | FALL 2020

Reforge Growth Series is a selective 8-week program, helping experienced growth professionals accelerate a company's growth by developing a systematic approach to thinking about, acting on, and solving growth problems.

LANGUAGE

ENGLISH | FLUENT

BAHASA INDONESIA | NATIVE

RESIDENCY STATUS

SINGAPORE | SINGAPORE PERMANENT RESIDENT

INDONESIA | CITIZENSHIP