

On the Verge of Losing His Job.

0 to 4 Interviews. US Remote Offer in 68 Days.

How a Backend & Cloud Engineer with 5 years of experience went from zero interview calls to 4 interviews and a US-based remote offer — in just 68 days.

4 Interviews

From LinkedIn

68 Days

Search to Joining

2 Countries

UAE + USA Targeted

TRUSTPILOT ★★★★★ VERIFIED

Published Trustpilot review.

MA

AE • 1 review

17 hours ago

★★★★★

Professional | Sincere | It workssss

Amazing thing about Leadershipaura is that they work really great as a team and really flexible with personalized guide and also urgency

My contract ended unexpectedly and i was not even applying for jobs for couple of years and everything was outdated and the market was changed overall so i contacted Leadership and their first serve approach really made me continue with them

They build different resumes for me for different markets - e.g USA | UAE | onsite vs remote

Highly recommended if you guys want to shortlist your resume

February 1, 2026

Unprompted review

“

Professional | Sincere | It workssss. They build different resumes for different markets. Highly recommended.

Mahad Y. • Trustpilot • Unprompted Review

5 Yrs

Backend/Cloud

US Remote

Role Achieved

LeadershipAura

Coaching Partner

Client Background

A backend engineer whose profile was failing to communicate his true calibre.

MY

Mahad Y.

Backend & Cloud Engineer → Target: Senior Backend / Cloud Platform Engineer

5 Yrs Exp

CS Graduate

AWS / Node.js / TypeScript

CURRENT ROLE	TARGET ROLES	TARGET LOCATIONS	LINKEDIN SSI (BEFORE)
Software Engineer Verizon Mobile, Dubai	Sr. Backend Engineer Cloud Platform Eng.	UAE (Hybrid/Onsite) USA (Remote)	29 / 100 Industry Rank: 53%

The Starting Point

Mahad Y. is a Backend & Cloud Engineer with 5 years building production-grade Node.js platforms on AWS. At Verizon Mobile, he handled 150K events/sec and cut AWS spend from \$24K to \$15K/month.

But his project was ending. Zero interviews. Recruiters not finding him. LinkedIn SSI 29/100. Targeting both UAE and USA with one generic resume.

He reached out to LeadershipAura. In 68 days, the market recognised him.



“ For now I just want to reset my resume — my project was ending and I was not getting any interviews.

Mahad Y. · First contact

The Real Challenges He Was Facing

Not a skill problem. A visibility and positioning problem.

01

Targeting two countries with one generic resume.

Applying for UAE and US with a single resume not optimised for either market.

02

Zero interview calls despite active applications.

Applying consistently but hearing nothing.
Resume not passing ATS filters.

03

Recruiters were not reaching out.

LinkedIn SSI 29/100. Profile deprioritised in recruiter searches.

04

Current project was ending. Urgency was high.

Contract at risk. No time for trial and error.
Pressure mounting weekly.

SECTION 03

Our Structured Approach

Three defined stages. Each with a clear, visible deliverable.

STEP 01

JD Research & Gap Analysis

Pulled live Backend/Cloud Engineer JDs across UAE and US markets. Built a keyword matrix. Completed full gap analysis mapping achievements to market expectations.

Deliverables:

JD keyword matrix · Gap analysis report · Country-specific strategy

STEP 02

Profile Rebuild (2 Resumes + LinkedIn + Naukri Gulf)

UAE format with photo and visa. USA format for remote. LinkedIn rebuilt with specialist headline. Naukri Gulf optimised. Templates tailored per market.

Deliverables:

UAE Resume · USA Resume · LinkedIn rebuilt · Naukri Gulf

STEP 03

Job Search Strategy & Roadmap

Complete roadmap for both markets. UAE hybrid via LinkedIn Jobs, GulfTalent, Naukri Gulf. US remote via LinkedIn direct. Structured outreach cadence.

Deliverables:

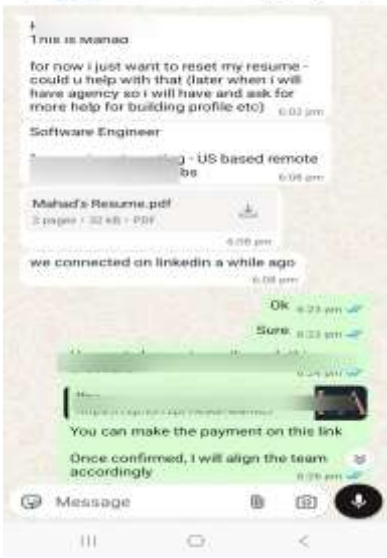
Job search roadmap · Recruiter outreach strategy · LinkedIn guide

SECTION 04

The Work, In Real Time

Actual screenshots from the engagement. Names and contacts redacted.

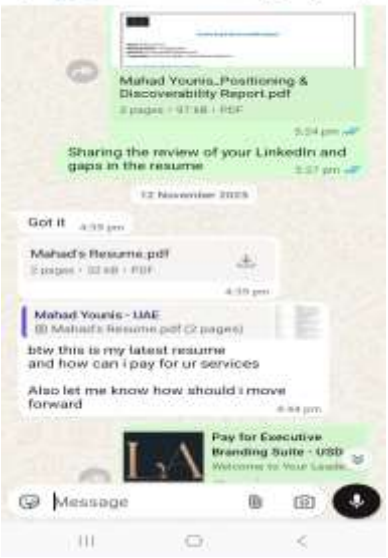
WHATSAPP · FIRST CONTACT



DISCOVERABILITY REPORT



SSI REVIEW · ONBOARDING



Mahad reaches out. Shares resume and target roles.

Positioning & Discoverability Report delivered.

Career Branding Expert connects. SSI review.

SECTION 05

Resume: Before vs After

The same 5-year career. Two country-specific stories replacing one generic profile.

X BEFORE | Generic Developer

✓ AFTER | Specialist Positioning

Headline

Software Engineer (generic, no specialisation)

Backend & Cloud Platform Engineer | 5 yrs AWS Serverless

Profile Summary

Dynamic developer... proven track record...

5 years designing production-grade platforms. 150K events/sec, \$24K→\$15K.

Role Entries

Contributed to building... Developed scalable...

Architected 150K events/sec microservices. Revenue \$2K→\$7.5K/day.

Key Metrics

Scattered percentages. No scale anchor.

150K events/sec · \$24K→\$15K · \$2K→\$7.5K · 2 versions



SECTION 06 | PROFILE OPTIMISATION: LINKEDIN AND NAUKRI GULF

Built to be found. Not just seen.



METRIC	BEFORE	AFTER
LinkedIn SSI	29 / 100	Improved
LinkedIn About	No outcomes	Full narrative
Naukri Gulf	Not optimised	Benchmark
Keywords	Minimal	From live JDs

SECTION 07

The Engagement Journey



SECTION 08

The Outcome

Then the interviews started coming.



4 interviews from LinkedIn direct messages.

4

Interviews

<68

Days Total

1

US Remote Offer

KEY CLIENT QUOTE

“They work really great as a team. My contract ended unexpectedly and everything was outdated. They build different resumes for different markets. Highly recommended.”

Mahad Y. • Trustpilot



What Specifically Changed

Resume

Generic → Backend & Cloud specialist. 150K events/sec, \$24K→\$15K across UAE & USA versions.

LinkedIn Profile

Tool inventory → specialist presence. New headline, banner, keyword-dense About.

Market Positioning

1 resume → 2 country-specific. UAE with photo & visa. USA with remote focus.

Market Response

0 → 4 interviews via LinkedIn. Placed at US MNC remote role in 68 days.

“ Mahad Y. did not lack experience. He lacked a profile that communicated his worth. **It was the cost of being invisible.**

Get Started with Executive Branding to get hired faster
Contact 8082808611