

From Zero Calls to 10 Interviews in 7 Days:

How Sehaj Unlocked His True Market Value as a Senior Azure Data Engineer

13 years of enterprise data engineering. He wasn't getting any interview calls even after applying to more than 250 Jobs in a week. He was rejected for the exact opportunity; he was best suitable for. He wasn't sure what was the reason for such rejections. He lost the confidence in Job market

Here's how we changed everything in under a week.

2380% Naukri Search Spike in 7 Days	1,017 Search Appearances in 7 Days	10+ Interview Calls Received
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01 · MEET THE CLIENT

Sehaj is a Data Engineering leader with over **13 years of enterprise experience** architecting large-scale data platforms on Microsoft Azure. He had built pipelines processing hundreds of gigabytes, led teams of 20+ engineers, and delivered enterprise lakehouse systems for CPG and finance clients across organisations including **Tredence Analytics, Deloitte India, Cognizant, and HCL Technologies.**

At the time he connected with LeadershipAura, he was serving as **Senior Manager / Architect** at a Gurgaon-based analytics firm, targeting a **Data Architect or Azure Architect** role at a top-tier tech or consulting firm. He had uploaded his profile on Naukri and had not received a single recruiter call.

He connected with us on **LinkedIn**, and within the first conversation it was clear: the experience was exceptional, but the positioning and discoverability were not working.

02 · THE CHALLENGES

His applications were not converting into interviews despite high effort. Even after applying to 250+ roles in a week, there were no interview calls. The issue was not experience, but how it was being evaluated during shortlisting.

- No Interview Calls Despite 250+ Applications: High volume of applications with zero response indicated a breakdown at the shortlisting stage
- Rejected for Relevant Roles: Not getting shortlisted even for roles with strong fit created a gap between capability and market response
- No Clarity on Rejections: Lack of feedback made it difficult to identify what was going wrong
- Drop in Confidence: Continuous rejections started impacting confidence in the job search process

03 · OUR DIAGNOSIS BASED ON POSITIONING & DISCOVERABILITY FRAMEWORK

Sehaj's resume, LinkedIn, and Naukri profile were not aligned with how recruiters search and shortlist for architecture roles. Despite strong experience, his profile was getting picked for execution-heavy roles instead of architecture mandates. The gap was in positioning and discoverability, not capability.

- **Positioning Misaligned to Target Role:** Profile positioned him closer to data engineering and delivery ownership rather than architecture leadership, limiting visibility for architect-level roles
- **Keywords Driving Wrong Discoverability:** Strong technical and tool-heavy keywords improved visibility for implementation roles, but lacked architecture-level search terms required for higher-value mandates
- **Resume Not Converting for Architecture Shortlisting:** Even with relevant experience, the narrative was execution-led, which reduced alignment with how recruiters evaluate architects during shortlisting
- **LinkedIn Visibility Skewed Toward Tools, Not Leadership:** Headline, About, and skills section were overloaded with platforms and technologies, weakening clarity of architecture ownership and leadership positioning
- **Low Discoverability for Target Roles:** Moderate SSI score and inconsistent skill mapping reduced overall search strength, resulting in limited inbound recruiter traction for architect opportunities

RESUME: BEFORE & AFTER

His resume has been repositioned to align with how recruiters search and shortlist for architecture roles, shifting the narrative from execution-heavy delivery to platform ownership and architecture-led decision-making.

- ■ **Clear Architecture-Led Positioning:** Role has been elevated from data engineering to platform architecture with ownership of end-to-end data systems, lakehouse design, and enterprise-level decisions
- ■ **Improved Discoverability Through Keyword Alignment:** Architecture, platform strategy, governance, and scalability keywords are now embedded to improve search visibility for architect mandates instead of only engineering roles
- ■ **Shift from Execution to Ownership Narrative:** Work experience now highlights architecture decisions, platform design, and stakeholder ownership rather than only pipeline development and delivery tasks
- ■ **Stronger Platform-Level Impact Visibility:** Achievements are structured around platform scale, adoption, cost optimization, and enterprise impact, improving alignment with recruiter shortlisting criteria
- ■ **Balanced Technical Depth with Leadership Signals:** Technical expertise is retained but supported with governance, team enablement, and cross-functional alignment to strengthen positioning for senior roles

ABC XYZ	
+91 ***** ABC-XYZ@outlook.com linkedin.com/in/ABC-XYZ	
PROFESSIONAL SUMMARY	
- Data Architect with 13+ years of experience designing enterprise-scale data platforms on Microsoft Azure. - Expertise in Azure Data Factory, Databricks, ADLS Gen2, Delta Lake, and Microsoft Fabric Lakehouse architecture. - Strong experience in ETL/ELT pipeline design, performance optimization, and metadata-driven frameworks. - Delivered large-scale data platforms processing data with strict SLA and cost optimization. - Led and mentored teams of 20+ engineers and managed end-to-end delivery and stakeholder engagement. - Proven track record in solution architecture, account growth, and driving delivery excellence.	
PROFESSIONAL EXPERIENCE OVERVIEW	
- PQR Analytics — Senior Manager / Architect - Tredence Analytics — Manager / Technical Lead - Iris Software — Senior Technology Engineer - Deloitte India (Offices of the US) — Consultant - Cognizant Technology Solutions — Senior Software Engineer - HCL Technologies — Software Engineer - Sutherland Global Services — Consultant	- Nov 2025 – Present - Dec 2022 – Nov 2025 - Mar 2022 – Nov 2022 - Sep 2019 – Mar 2022 - Apr 2016 – Aug 2019 - Jan 2014 – Mar 2016 - Nov 2012 – Jan 2014
TECHNICAL SKILLS	
Cloud: Microsoft Azure, Microsoft Fabric, OneLake Data Engineering: Data Engineering, ETL/ELT, Data Pipelines, Data Lake, Data Warehousing, Lakehouse Architecture, Medallion Model, Batch & Streaming Processing Azure Stack: Azure Data Factory, Azure Databricks, ADLS Gen2, Azure Synapse Analytics, Azure SQL, Key Vault, Logic Apps Big Data: Apache Spark, PySpark, Delta Lake, Spark Streaming, Performance Optimization Programming: Python, SQL Databases: SQL Server, Oracle, Snowflake DataOps & Governance: Azure DevOps, Unity Catalog DevOps: Azure DevOps, Git, CI/CD	
PROFESSIONAL EXPERIENCE	
Decision Tree Analytics Senior Manager / Architect Gurgaon, India	Nov 2025 – Present
- Architected enterprise Lakehouse platform on Microsoft Fabric and Snowflake using Medallion architecture. - Designed cost-optimized solution using F8 capacity, reducing compute cost by 50% while meeting performance SLAs. - Built metadata-driven ingestion framework supporting 10+ data sources, reducing onboarding effort by 70%. - Designed audit and rollback framework using Delta Lake time travel improving traceability and recovery. - Implemented validation and gatekeeping framework to control Gold layer refresh ensuring data quality and SLA compliance. - Delivered end-to-end pipelines achieving consistent 90-minute ingestion-to-consumption SLA. - Owned stakeholder communication, roadmap planning, and delivery governance.	
Tredence Analytics Technical Lead Gurgaon, India	Dec 2022 – Nov 2025
- Designed centralized Azure-based ingestion framework using ADF and Databricks for batch and incremental processing ingesting data from 15+ sources. - Implemented automated schema evolution eliminating pipeline failures. - Optimized large-scale data processing improving performance by 40% without infrastructure scaling. - Automated table creation, reconciliation, and configuration generation reducing manual effort by 50%. - Worked with network architects and implemented an ingestion framework for confidential data. - Reduced FTE costs by 70%, infrastructure cost by 35% and time to live by 60%. - Conducted client QBRs and managed billing and expansion initiatives.	

ABC XYZ			
AZURE DATA ENGINEERING & DATA PLATFORMS ADF, DATABRICKS, PYSARK, FABRIC, SQL			
13+ Years Delivering Enterprise Data Platforms, Lakehouse Systems & Scalable Pipelines			
Platform Architecture Cloud Migration Cost & Performance Optimization			
Gurgaon, India	+91 *****87	ABCXYZ@outlook.com	linkedin.com/in/ABC-XYZ
Profile Summary	Data engineering leader with 13+ years of experience across Azure-based data platforms in CPG and finance domains. Has operated in high-volume, multi-source environments requiring structured data flows and dependable system performance. Focuses on platform thinking, long-term scalability, and designing systems that support evolving business and operational needs.		
	PLATFORM SCALE, OWNERSHIP & BUSINESS IMPACT		
	- Established enterprise data platforms supporting 150+ users across 10+ teams - Scaled platform adoption through standardized frameworks covering 100+ pipelines and 800+ datasets - Delivered cost and efficiency gains through cloud migration and platform modernization initiatives - Accelerated data availability and reporting timelines through improved platform structures - Built centralized data ecosystems supporting consistent and reliable data consumption - Integrated on-prem and cloud environments across Azure and Snowflake for unified data processing - Strengthened platform reliability through structured monitoring, audit, and control mechanisms - Drove adoption of scalable engineering practices across teams and projects - Supported business decision-making through unified and trusted data systems		
Core Expertise	Data Platform Architecture & Strategy Scalable Pipeline Design & Standardization Cost Governance & Efficiency Cross-functional Stakeholder Alignment	Lakehouse & Modern Data Ecosystems Performance Engineering & Optimization Data Reliability & Monitoring Team Enablement & Capability Development	
Technical Skills	Cloud & Data Platforms: Microsoft Azure, Microsoft Fabric, OneLake Data Engineering & Architecture: ETL/ELT, Data Pipelines, Lakehouse Architecture, Data Warehousing Azure & Processing Stack: Azure Data Factory, Azure Databricks, ADLS Gen2, Synapse Analytics, Azure SQL Big Data & Programming: Apache Spark, PySpark, Python, SQL Databases: SQL Server, Oracle, Snowflake Governance & Security: RBAC, Key Vault, PII Data Handling, Unity Catalog DevOps & Deployment: Azure DevOps		
Work History	PQR ANALYTICS SENIOR MANAGER / ARCHITECT NOV 2025 – PRESENT GURGAON, INDIA - Defined end-to-end data architecture across ingestion, transformation, and storage using Fabric and Snowflake - Owned delivery roadmap, and stakeholder alignment across data platform layers - Built unified lakehouse architecture integrating on-prem and cloud data sources for enterprise reporting - Established metadata-driven framework using Fabric reducing data source onboarding effort - Reduced cost by 50% to strategic compute policies - Implemented Medallion architecture across bronze, silver, and gold layers for structured data processing - Built audit, logging, and control mechanisms using Delta Lake improving traceability and reliability - Enabled curated data layer design and gold layer controls aligned to reporting and consumption - Re-architected Spark-based data pipelines to improve resource utilization - Delivered data pipelines within defined SLAs ensuring consistent availability for reporting and analytics - Aligned pipelines with governance frameworks ensuring compliance with access and security standards - Supported deployment workflows using Azure DevOps aligning pipelines with enterprise release standards - Guided teams on pipeline design best practices focusing on performance and cost-efficient implementations TREDENCE ANALYTICS TECHNICAL LEAD / MANAGER DEC 2022 – NOV 2025 GURGAON, INDIA - Architected end-to-end ingestion platforms using ADF and Databricks for batch and incremental processing - Delivered enterprise data platform supporting 190+ pipelines and 800+ datasets across multiple departments		

04 · OUR PROCESS — THE 3 STEPS

1

JD Research

- Analysed target JDs for Data Architect and Azure Architect roles at top tech and consulting firms.
- Extracted exact recruiter keywords: Azure, Python, SQL, Databricks, Datafactory, Microsoft Fabric.
- Mapped KPIs expected at Senior Manager / Architect level.
- This research became the blueprint for every word on the optimised resume and Naukri profile.

2

Positioning & Discoverability

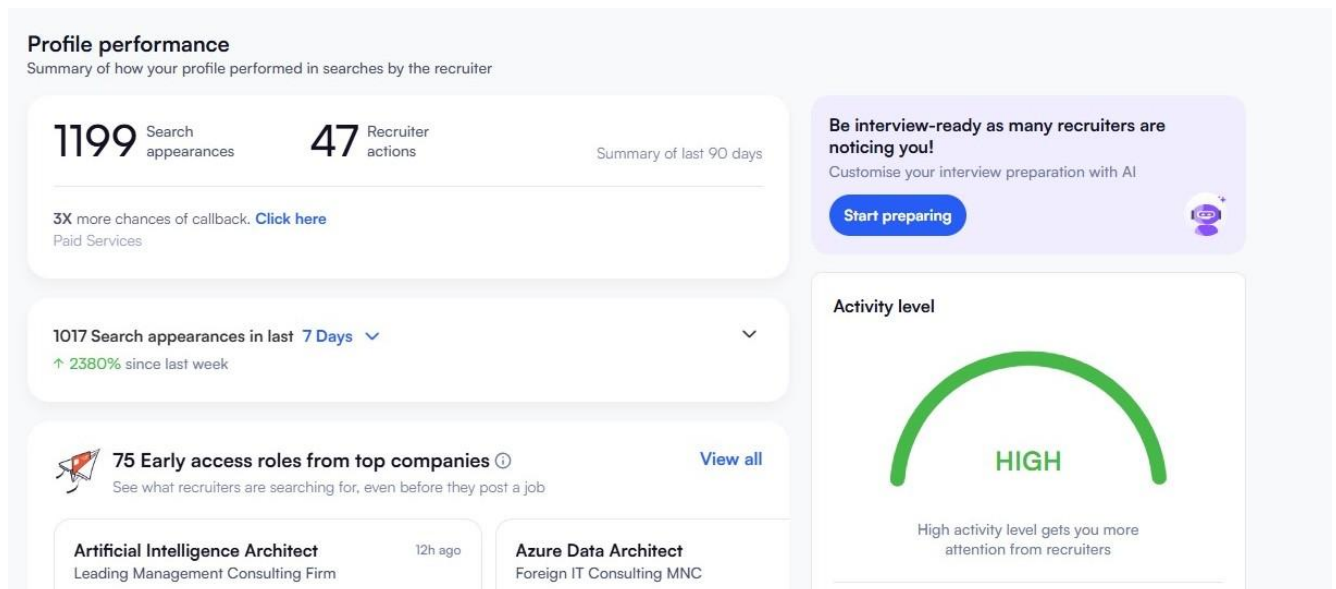
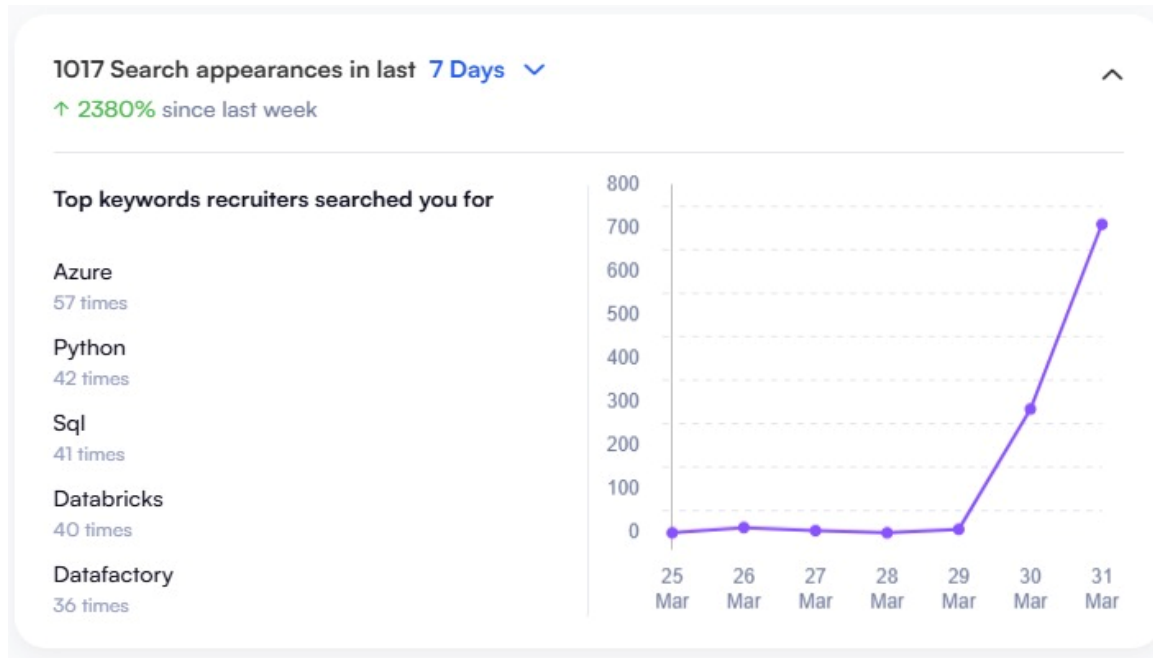
- Rebuilt his resume from scratch: achievement-led language, quantified impact (190+ pipelines, 800+ datasets, 40% performance gains, 50% cost reduction).
- Made the Naukri keyword driven, with the right keyword density for cloud and data architecture roles.
- Optimized LinkedIn headline, summary, and experience sections for recruiter discovery.

3

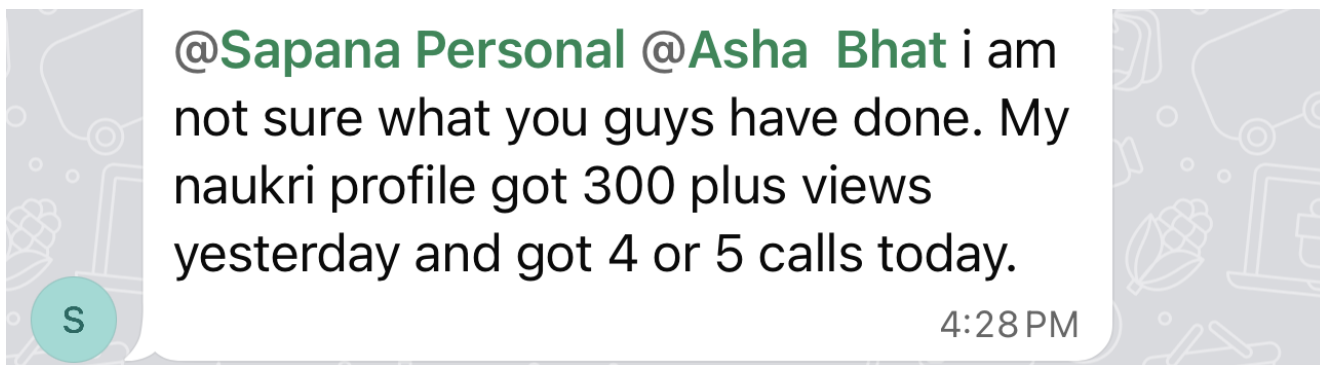
Naukri + LinkedIn Profile Optimization

- Executed a complete Naukri profile overhaul on 28th March 2026.
- Audited and optimized LinkedIn headline, summary, and experience sections using the same keyword framework.
- Within 7 days: search appearances jumped 2,380%, reaching 1,017 searches in one week.
- Top recruiter keywords: Azure (57x), Python (42x), SQL (41x), Databricks (40x), Datafactory (36x).
- Profile activity level shifted to HIGH, unlocking greater automatic visibility.
- Maintained alignment between resume, Naukri, and LinkedIn to ensure consistent signalling.

The Naukri optimization went live on **28th March 2026**. The impact was immediate.



His Naukri profile went from **zero recruiter calls** to **300+ profile views in 24 hours** and **4 to 5 recruiter calls in a single day**. Over 7 days, search appearances grew by **2,380%** with top keywords driving over **1000+ recruiter searches**. 13 years of exceptional experience was finally visible to the right people.



"I am not sure what you guys have done." — WhatsApp message from Sehaj, April 2026

06 · COULD THIS BE YOUR STORY?

Sehaj's story isn't unique — and that's exactly the point.

There are thousands of mid-career and senior professionals with exceptional experience who are invisible to the very opportunities they deserve. Not because they lack skill, but because their resume, Naukri profile, and positioning aren't working hard enough for them.

At LeadershipAura, we work with mid-to-senior professionals who are targeting AVP, VP, or CXO-level roles. We don't just rewrite resumes, we reposition careers.

Ready to get shortlisted?

Start with Executive Branding – Resume Branding, LinkedIn Optimization, Naukri Optimization and Access to Exclusive Job Search Strategies

LeadershipAura · Helping mid to senior professionals get discovered, shortlisted, and hired for leadership roles.