

CLIENT SUCCESS STORY · IT INFRASTRUCTURE &  
CYBERSECURITY

From Invisible to In-Demand:

# 11 Interviews in 60 Days

A LeadershipAura transformation — how a 14-year global IT leader returning from Cayman Islands unlocked leadership-level interview traction across India, UAE, UK & Vietnam.

11

Interviews

0→14+

Recruiter outreach

60

Days to results

## ABOUT THE CLIENT

VB

### Vivek Bhardwaj

Head of IT – Infrastructure, Cloud & Cybersecurity · Cayman Islands → India · 14+ Years

Vivek brings 14+ years of leadership across IT infrastructure, hybrid cloud, cybersecurity, and enterprise governance spanning Cayman Islands, UAE, India, and Singapore. Organizations include Kirkconnell Enterprises, SmarDTV (France/India), Al-Futtaim / RSH Holdings (Dubai). VMware VCP-DCV, Microsoft 365 Expert, MBA (Deakin University, Australia). His track record includes **99.9% uptime across 5 regions, \$85K annual savings through cloud consolidation, DR recovery reduced from 24h to 4h, and zero critical cybersecurity incidents** — yet his profile was generating zero interview calls

## CHALLENGES BEFORE CONNECTING WITH LEADERSHIPAURA

### NO INTERVIEWS

Not getting interview calls because his profile was not clearly mapped to senior IT leadership roles, despite proven results in uptime, hybrid cloud, cybersecurity governance, DR/BCP, and IT cost optimization.

### AUTO-REJECTIONS

Facing rejections for relevant IT leadership roles because his experience was strong, but the profile was not showing a clear match to the role requirements, keywords, and business outcomes expected for Head of IT mandates.

### NO INMAIL TRACTION

Profile had no JD-matched keywords, no achievement-led About section, and no recent activity. LinkedIn algorithm ranked Vivek below page 5 for any Head of IT or IT Governance search.

### JOB SEARCH COMPLEXITY

No inbound messages for months. Applications submitted with no recruiter follow-up. No access to hidden roles circulating only within agency networks in India, UAE, and UK.

OUR DIAGNOSIS: POSITIONING & DISCOVERABILITY GAPS

NARRATIVE POSITIONING GAP

Resume framed Vivek as a technical executor. Tasks like "managed servers" obscured the real story: leading 5-region infrastructure, delivering zero-downtime migrations, and saving \$85K+ through cloud consolidation.

ATS & KEYWORD GAP

Critical terms missing: "Head of IT", "IT Governance Framework", "Hybrid Cloud Strategy", "ISO 27001", "Vendor Consolidation ROI". ATS scored the resume low. Recruiters searching these terms never found Vivek.

LINKEDIN VISIBILITY

Headline showed a job title only. About section described tasks. No activity. LinkedIn ranks profiles by keyword density + recency — Vivek ranked below page 5 for any Head of IT search.

DUAL-MARKET CHALLENGE

Vivek needed two distinct resumes — one for India (hybrid/remote, any location) and one for UAE. A single generic resume could not serve both markets with the right positioning and keywords.

WHAT LEADERSHIPAURA DELIVERED

JD RESEARCH & DUAL-MARKET STRATEGY

Researched target JDs across India and UAE markets. Identified KPIs, KRAs, and keyword demand for Head of IT, IT Governance Lead, Cloud Infrastructure Head. JD-aligned keywords embedded across all assets for both geographies.

RESUME BRANDING (INDIA + UAE)

Two ATS-optimised resumes built. Repositioned from task-based to achievement-led. Headline: "Head of IT – Infrastructure, Cloud & Cybersecurity." Metrics: 99.9% uptime, \$85K savings, 24h→4h DR recovery. Location updated to Pan-India.

NAUKRI OPTIMISATION

Profile rebuilt keyword-rich and achievement-first. 14+ years stated upfront. Freshness maintained daily to rank higher in IT recruiter searches for Head of IT and Infrastructure Lead roles.

LINKEDIN OPTIMISATION

LinkedIn headline, About, and skills rewritten with recruiter-search keywords. LinkedIn Visibility Roadmap delivered: 2 posts/week targeting CIOs, IT Directors, and infrastructure recruiters. Positioned as per target role — LinkedIn algorithms and recruiters can now correctly map the profile to Head of IT and IT Governance mandates.

RESULTS TIMELINE

DAY 1

15 Applications

UK recruiter responds

DAY 4

Profiles Live

3 countries targeted

WEEK 3

1st Interview

UST via Naukri

DAY 60

11 Interviews

Active pipeline

BEFORE VS. AFTER — IMPACT COMPARISON

| Metric                        | Before             | After                      |
|-------------------------------|--------------------|----------------------------|
| Monthly interview calls       | 0                  | 11 in 60 days              |
| Recruiter outreach (LinkedIn) | Zero               | Regular inbound            |
| Profile–role alignment        | Low / task-focused | High / results-led         |
| ATS keyword match             | Weak               | Fully optimised            |
| Interview sources             | None               | LinkedIn + Naukri + Agency |

RESUME – BEFORE AND AFTER

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| <div>CORE AREAS OF EXPERTISE</div> <ul style="list-style-type: none"><li>System &amp; Network Management</li><li>IT Compliance</li><li>User support &amp; Helpdesk</li><li>Budget Management</li><li>Service Delivery</li><li>Cyber Security</li><li>Product Operations</li><li>AI &amp; Automation</li><li>Project Management</li><li>ITIL Implementation</li><li>Cloud (Azure, AWS) and HCI (Nutanix) Technology</li><li>Virtualization (VMware, Hyper-V)</li><li>IT Service Delivery (ITSM)</li><li>Digital Transformation</li><li>Business Application Support</li><li>Process Improvement</li><li>Strategic &amp; Tactical Planning</li><li>Technology Integration</li><li>Team Leadership/Training</li><li>Transitions &amp; Migrations</li><li>Contract Negotiation</li><li>Cost Reduction</li><li>Service Level Agreements</li><li>Business Continuity Planning</li><li>Stakeholder Management</li><li>Endpoint Management</li></ul> <div>SOFT SKILLS BAROMETER</div> <ul style="list-style-type: none"><li>Highly Disciplined</li><li>Customer-Service Oriented</li><li>Resilience</li><li>Positive Approach</li><li>Reliable &amp; Dependable</li></ul> <div>PROJECTS HANDLED</div> <ul style="list-style-type: none"><li><b>Astro AWS Migration:</b> Migrate Nection OTT Gateway which is deployed on SmartTV (Nection) AWS account to Astro (customer) AWS account, which was very challenging due to the legacy application and no one around from the development team to support. For successful migration, got appreciation from customer.</li><li><b>Signal OTA Server:</b> Planning and design solution using containerized and virtualization technology with micro services. This is a web-based update and streaming server solution to update around 300k devices for customer Cipral (Philips Satellite Television and IPTV Provider), this is cloud-native solution.</li><li><b>Camera Project:</b> Designing and implementing enterprise camera solutions, including app design, API and microservice integration which runs in a containerized environment</li></ul> | <div>VIVEK B</div> <div>Mobile: +91 9876543210   E-Mail: <a href="mailto:vivekb@gmail.com">vivekb@gmail.com</a><br/>Linkedin: <a href="https://linkedin.com/in/vivekb-b-it">https://linkedin.com/in/vivekb-b-it</a></div> <div>SENIOR IT PROFESSIONAL</div> <div>Project Management   IT Infrastructure Management   System &amp; Network Management   ITSM<br/>Divisional Leadership for Transformations &amp; Post-Integration Process Improvements</div> <div>SNAPSHOT PROFILE</div> <p>Experienced IT leader with over 12 years in <b>global IT operations</b>, specializing in <b>IT strategy development</b>, <b>compliance management</b>, and <b>infrastructure security</b> for large-scale, multi-million-dollar projects. Skilled in defining <b>IT roadmaps</b>, <b>optimizing resources</b>, and <b>oversighting IT budgets</b> to drive efficiency and align with business goals. Expertise in <b>IT service management (ITSM)</b>, <b>user support &amp; helpdesk operations</b>, <b>vendor management</b>, and <b>executing strategic technology initiatives across networking, cloud solutions, security, and data centers</b>. Proven success in <b>process automation</b>, <b>disaster recovery planning</b>, and <b>risk mitigation</b>, ensuring resilient, scalable IT systems. A customer-centric and results-driven leader, adept at collaborating with stakeholders and leading high-performance teams to deliver impactful, secure, and compliant IT solutions that support organisational growth.</p> <div>CAREER GRAPH</div> <div>PQR Enterprises Ltd.<br/>IT Administrator (Heading IT Operations &amp; Strategy), Apr 2025 – Present</div> <div>Independent Consultant, Nov 2023 – Feb 2025</div> <div>TV Global Technology<br/>Global IT Manager, Mar 2021 – Apr 2023</div> <div>Group: RSH Holdings Pte. Ltd.<br/>Senior Executive, System Support, Jul 2019 – Mar 2021<br/>System Support Executive, Mar 2016 – Jan 2019</div> <div>Technology India Pvt. Ltd.<br/>System Support Engineer, Jul 2014 – Mar 2016</div> <div>CAREER RECORD</div> <div>Apr 2025 – Present: IT Administrator (Heading IT Operations &amp; Strategy)<br/>Reporting directly to the CIO and functioning as the sole IT leader within the organization, managing managing comprehensive IT infrastructure, operations, cloud, and digital initiatives across all departments.</div> <ul style="list-style-type: none"><li>Spearheaded the end-to-end management of IT infrastructure, covering servers, networks, cloud platforms, cybersecurity, and user computing environments.</li><li>Lead the strategic planning and execution of IT initiatives, ensuring alignment with business goals and operational needs.</li><li>Oversee IT budgeting, vendor management, licensing, and procurement, ensuring cost-effective and scalable technology adoption.</li><li>Manage virtualization technologies (VMware/Hyper-V) and storage systems to support business continuity and application performance.</li><li>Implement and maintain data backup, disaster recovery (DR) plans, and business continuity frameworks to minimize downtime and data loss.</li><li>Drive project management activities for new system rollouts, digital upgrades, and infrastructure enhancements.</li><li>Lead service management operations including incident, change, and problem management following ITIL best practices.</li><li>Administer and optimize Microsoft 365, Azure services, email systems, endpoint protection, and user access controls.</li></ul> |
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| <div>VIVEK B</div> <div>Global IT Professional – Infrastructure, Cloud &amp; Cybersecurity</div> <div>14+ Years of Experience Building Secure, Scalable, and High-Performance Technology Environments Across Global Markets   VMware &amp; Microsoft Certified   MBA (Australia)</div> <div>Cayman Islands +1 (867) 656-3210   +91 9876543210 <a href="mailto:vivekb@gmail.com">vivekb@gmail.com</a> <a href="https://linkedin.com/in/vivekb-b">linkedin.com/in/vivekb-b</a></div> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |
| Profile Summary                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <p><b>IT Infrastructure &amp; Governance Leader with 14+ years of experience in technology modernization, operational resilience, and digital transformation across global enterprises. Brings expertise in hybrid cloud strategy, cybersecurity alignment, and cost-efficient IT governance. Skilled in leading multi-entity infrastructure programs, optimizing uptime and performance, &amp; ensuring business continuity through scalable, compliant, &amp; future-ready technology ecosystems.</b></p> <p><b>IT Infrastructure &amp; Transformation Leadership Highlights:</b></p> <ul style="list-style-type: none"><li>Modernized enterprise-wide infrastructure, delivering <b>99.9% uptime</b>, <b>60% fewer outages</b>, and <b>25% annual cost savings</b> through automation and vendor optimization.</li><li>Executed a full data center migration (Phase 1 &amp; 2) and implemented <b>hybrid cloud architecture</b> with <b>Azure, VMware, and Nutanix HCI</b>, achieving <b>40% latency reduction</b> and <b>\$58K annual savings</b> through consolidation.</li><li>Led a complete technology stack refresh, upgrading servers, storage, and virtualization layers for improved <b>stability, performance, and lifecycle management</b>.</li><li>Strengthened IT governance through <b>ISO 27001 alignment</b> and <b>IT-based operations</b>, improving <b>SLA adherence</b>, compliance maturity, and <b>audit readiness</b> across multiple entities.</li><li>Established <b>business continuity and disaster recovery frameworks</b>, reducing system recovery time from <b>24 hours to under 4 hours</b> for uninterrupted operations.</li><li>Delivered <b>ERP modernization</b> integrating finance and operations workflows, improving reporting accuracy by <b>45%</b> and process efficiency by <b>35%</b>.</li><li>Introduced AI-enabled IT service management, reducing <b>MTTR</b> by <b>30%</b> and enhancing end-user experience.</li><li>Optimized <b>global network infrastructure (SD-WAN, segmented routing)</b>, improving <b>bandwidth efficiency</b> and reducing incident recurrence by <b>50%</b>.</li><li>Enhanced enterprise cybersecurity posture through advanced <b>firewalls, MDN, and endpoint controls</b>, achieving <b>zero critical incidents</b> and improved governance maturity.</li><li>Partnered with <b>CDOs and Finance Leaders</b> to align IT transformation with business goals and secure executive sponsorship for modernization initiatives.</li></ul> |  |
| Core Expertise                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <ul style="list-style-type: none"><li><b>Cloud &amp; Virtualization:</b> Microsoft Azure (IaaS, SaaS, Security Center, M365), VMware vSphere/ ESXi /vCenter, Hyper-V, Nutanix HCI (iSH, Prism), Hybrid Cloud Architecture, Data Center Migration, VDI Deployment</li><li><b>Infrastructure &amp; Systems:</b> Windows Server (2008–2022), Active Directory, Exchange Online, Intune (MDM), Storage SAN/NAS, Backup &amp; Recovery, DR/BCP Frameworks, Patch &amp; Asset Management, System Monitoring</li><li><b>Cybersecurity &amp; Governance:</b> ISO 27001-aligned Controls, ITIL v4 Governance, Endpoint Security (Symantec, BitDefender ATP, BitLocker), Firewall/FortiGate, SonicWall, VPN, Risk Registers, Incident &amp; Audit Management</li><li><b>Networking &amp; Connectivity:</b> SD-WAN, LAN/WAN Administration, VLAN Configuration, Switching &amp; Routing, Cisco Networking (CCNA R&amp;S/Security), Bandwidth Optimization, Link Management</li><li><b>ITSM &amp; Automation:</b> ServiceNow, ManageEngine, SolarWinds, Automated Ticketing &amp; Process Workflows, KPI/SLA Dashboards, Reporting &amp; Analytics (Power BI, Tableau)</li><li><b>Enterprise Applications &amp; Platforming:</b> Microsoft Teams, SharePoint, OneDrive, Power Automate, PowerShell</li><li><b>Project &amp; Vendor Management:</b> ITIL-based Service Delivery, Project Governance, Vendor &amp; License Optimization, Cost Forecasting, Procurement &amp; SLA Performance Tracking</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |
| Work History                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <div>PQR ENTERPRISES LTD.</div> <div>IT ADMINISTRATOR – MANAGING IT OPERATIONS &amp; STRATEGY</div> <div>GRAND CAYMAN, CAYMAN ISLANDS</div> <div>APR 2025 – PRESENT</div> <ul style="list-style-type: none"><li>Lead enterprise-wide IT modernization achieving <b>99.9% uptime</b> and enhanced resilience.</li><li>Reduced unplanned outages by <b>60%</b> via predictive monitoring and automation tools.</li><li>Delivered <b>25% annual IT cost savings</b> through vendor and license optimization.</li><li>Designed and deployed <b>hybrid cloud infrastructure</b> with Azure, VMware, and Nutanix HCI.</li><li>Executed complete <b>technology stack refresh</b> optimizing servers, storage, and virtualization layers.</li><li>Implemented <b>ISO 27001 &amp; ITIL-aligned IT governance</b>, improving audit maturity.</li><li>Developed and operationalized <b>BCP/DR frameworks</b>, reducing recovery time from 24h to 4h.</li><li>Introduced <b>Power BI-based dashboards</b> to track SLAs, KPIs, and IT ROI.</li><li>Automated ticketing and resolution workflows, cutting MTTR by 30%.</li><li>Strengthened <b>endpoint and network security</b> using MDN, firewalls, and patch controls.</li><li>Deployed <b>SD-WAN network architecture</b>, improving bandwidth reliability by 50%.</li><li>Built a <b>centralized asset lifecycle and procurement tracker</b> ensuring compliance and forecasting.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |

### WHY IT WORKED — THE STRATEGIC ANGLE

#### End-to-End Execution + Precision Positioning

1. **Dual-market reach:** Two distinct ATS resumes for India and UAE simultaneously positioned Vivek in both markets with the right keywords, headline, and narrative for each geography.
2. **Speed + paired outreach:** Every application submitted within 24 hours. Every application followed by direct recruiter outreach. Speed + paired outreach drove response rates significantly higher.
3. **Hidden market access:** 40–60% of senior IT roles are filled before they go public. Agency network circulation activated UK (LSA Recruit, London), UAE, Vietnam, and Singapore — roles Vivek could never have found on public boards.

#### KEY INSIGHT

Vivek already had the experience and global track record, but his profile was **not discoverable** to recruiters due to Cayman Islands geo-filtering, missing ATS keywords, and weak search visibility across LinkedIn, Naukri, and job portals.

Even when recruiters viewed his resume, the **positioning was not strong enough** to create immediate relevance for Head of IT mandates — resulting in near-zero shortlisting. Once discoverability and positioning were corrected — across resume, LinkedIn, Naukri, and active execution — the market started responding within the first 24 hours.