

CLIENT CASE STUDY

From Invisible to Irresistible: Zero Calls to 2 Interviews in 1 Week And 2 Offers in 120 Days

An 11-year Incident Manager with global experience — completely invisible on ATS and LinkedIn — transforms into a sought-after executive candidate.

11+

Years Experience

1 Week

To First Interview

2

Offers Received

5★

Trustpilot Rating

MEET THE CLIENT

Sujata Kamble

Incident Manager | Service Delivery Leader

Experience: 11+ years in global 24x7 IT operations

Current Role: Incident Manager, AT&T

Location: Bangalore, India

Target: Senior IM / Service Delivery / Customer Success Lead

Mode Preference: Hybrid / Remote

Before LeadershipAura:

- Zero interview calls for months
- Resume buried under task descriptions
- LinkedIn profile not searchable
- Naukri profile unoptimised
- Didn't recognise her own achievements

CHALLENGES & POSITIONING GAPS

ATS & Resume Gaps

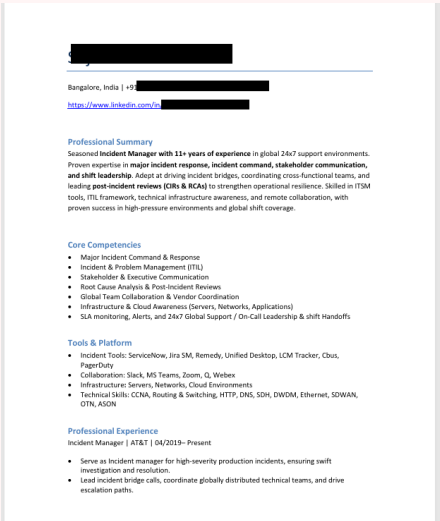
- Resume was task-based, not achievement-driven
- Missing ATS power keywords: P1/P2 Incident Command, SLA Adherence, MTTR, RCA, CSAT
- No quantifiable impact: zero metrics, percentages, or business outcomes
- Positioned as technical executor — not as a leadership voice

LinkedIn & Naukri Gaps

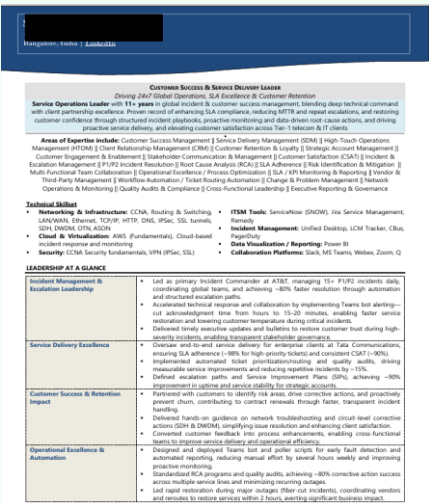
- LinkedIn headline generic — not recruiter-searchable
- About section missing: no value prop, no keywords, no narrative
- Naukri profile not aligned to senior-level JD language
- Profile didn't show up in recruiter Boolean searches

RESUME BEFORE vs. AFTER LeadershipAura

BEFORE



AFTER



Task-based, generic summary, no metrics, no leadership narrative

Achievement-led, ATS-optimised, business-impact driven, recruiter-ready

BEFORE BRANDING

- "Serve as Incident Manager for high-severity production incidents"
- No metrics. No scale. No business outcome.
- Generic role description — identical to 1,000 other resumes

AFTER BRANDING

- "Led 15+ P1/P2 incidents daily, achieving ~80% faster resolution through automation"
- Metrics embedded: MTTR, CSAT 90%, SLA 98%, 15% incident reduction
- Leadership framing: Commander, not just responder

OUR PROCESS — 6 STRATEGIC STEPS

01

JD Research & Gap Analysis

Mapped 20+ live JDs for Incident Manager, Service Delivery, and Customer Success roles. Identified missing ATS keywords: P1/P2 Incident Command, MTTR, SLA Adherence, CSAT, RCA, Shift Handoff.

02

Positioning Strategy

Redefined Sujata's professional identity from 'Technical Responder' to 'Service Operations Leader.'
Developed a leadership narrative anchored in 24x7 global operations, SLA excellence, and customer retention.

03

Resume Rebranding

Transformed task descriptions into quantified achievements. Embedded recruiter-ready metrics: ~80% faster resolution, CSAT ~90%, SLA 98%, 15% repeat incident reduction. Added Leadership at a Glance table for visual impact.

04

LinkedIn & Naukri Optimisation

Rewrote headline with searchable keywords. Built an authority-first About section. Aligned all experience entries to JD language. Naukri profile optimised for Bangalore IT market recruiter searches.

05

Recruiter Logic & ATS Alignment

Ensured resume passed ATS parsing: clean formatting, keyword density, right section order. LinkedIn profile now visible in Boolean searches used by top IT/Telecom recruiters in India.

RESULTS — WHAT HAPPENED NEXT

2 in Week 1

Interview Calls

Within 7 days of going live

2 Offers

Offers Received

In 120 days of job search

Evaluating

Current Status

Seeking hybrid/remote fit

Note: Sujata received 2 offers but has not yet accepted — both required 5-day in-office work. She continues to evaluate opportunities that fit her hybrid/remote preference. The job search is ongoing with strong traction.

CLIENT PROOF — IN THEIR OWN WORDS

Trustpilot Review — 5 Stars (Unprompted, Nov 2025)



Sujata Kamble

IN • 1 review

2 days ago



I would like to sincerely thank Sapana...

I would like to sincerely thank Sapana and Pallav for their help in rewriting my resume and linkedin, nakari optimization. You not only got my work noticed so I got to interview, you also helped me to recognise the experiences that I had were achievements. This completely changed my way of thinking and has given me confidence to take my career to the next level. I truly appreciate all the effort you've put into this and your thoughtful attention to my comments. The way you've reflected on the feedback demonstrates such professionalism, and I'm genuinely grateful for your dedication. Thanks again.

November 3, 2025

Unprompted review



Useful



Share

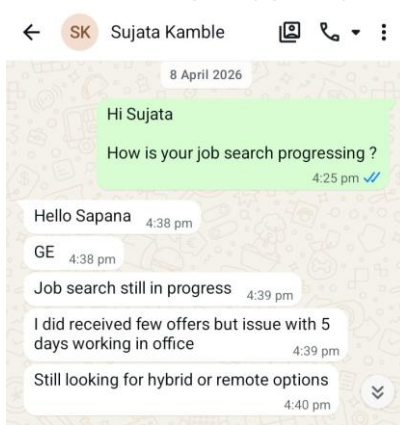


WhatsApp Feedback — Group & Direct

Group Feedback



Job Search Update (Apr 2026)



Could This Be Your Story?

Strong professionals stay invisible — not because of lack of talent, but because of positioning gaps. LeadershipAura fixes your discoverability across Resume, LinkedIn & Naukri — so recruiters find you, shortlist you, and call you.

Start Your Executive Branding Journey Today

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