

CLIENT SUCCESS STORY · MANUFACTURING & NPD

From Invisible to In-Demand: 5–6 Interviews in Under 30 Days

A LeadershipAura optimization - how a 9-year tooling engineer unlocked leadership-level interview calls with targeted profile rebranding.

5–6

Interviews in 1 month

0→6+

Recruiter outreach

<30

Days to first callback

ABOUT THE CLIENT

AM

Arjun M

NPD Engineer → Assistant Manager / Technical Lead, Moulding R&D · India · 9 Years

Arjun brings 9 years of expertise in Manufacturing Industry - injection moulding, tooling engineering, and NPD across switchgear, pneumatics, automotive, medical, and electronics. His track record includes **doubling mold lifecycles (1M→2M shots)**, **reducing rejection from 15% to near-zero**, **expanding toolroom capacity by 50%**, and **delivering defect-free T2 trials** — yet his profile was generating zero interview calls

CHALLENGES BEFORE CONNECTING WITH LEADERSHIPAURA

AUTO-REJECTION

Arjun was repeatedly getting auto-rejected even for roles where his experience was closely aligned with the requirement.

REJECTED FOR PERFECT FIT ROLE

Despite applying to roles directly related to NPD, R&D, and product development, he was not getting shortlisted or receiving interview traction.

RECRUITER VISITED PROFILE BUT NO CALLS

Recruiters were visiting his LinkedIn profile, but the visits were not converting into calls, discussions, or relevant opportunities.

DIDNT KNOW WHAT WAS WRONG

He was actively applying and updating profiles regularly, but could not identify what exactly was blocking Interview shortlisting.

OUR DIADNOSIS: POSITIONING & DISCOVERABILITY GAPS

POSITIONING GAP

Resume framed Arjun as a technical executor, not an NPD leader. Framing focused on tasks rather than innovation and cross-functional leadership — invisible to senior-role searches.

ATS & KEYWORD GAP

Core NPD, R&D, DFMEA, PLM keywords absent. Overlapping phrasing and generic terms reduced ATS ranking for target roles.

LINKEDIN VISIBILITY

SSI score of 34. Headline was just a job title. About section listed tasks, not achievements. Low endorsements, minimal recruiter visibility.

LANGUAGE & TONE

Passive verbs like "maintained" diluted impact. Achievements buried in responsibility lists with no visual differentiation across roles.

WHAT LEADERSHIPAURA DELIVERED

JD RESEARCH & GAP ANALYSIS

Researched keywords, identified KPIs, KRAs, and market demand for Assistant Manager, Technical Lead Moulding R&D, and Senior NPD Engineer roles. JD-aligned keywords embedded across all assets.

RESUME BRANDING

Build ATS Resume, mapped achievements to KPI & KRA of Target role. Leadership snapshot with quantified impact: 2× mold life, 15%→1% rejection. Role progression made visually distinct.

NAUKRI OPTIMISATION

Profile rebuilt keyword-rich and achievement-first. Total experience (9 years) stated upfront to match how manufacturing recruiters search.

LINKEDIN OPTIMISATION

Optimized the LinkedIn profile with the right keyword density and variations to improve search visibility and recruiter ranking. Positioned the profile as per the target role, ensuring LinkedIn algorithms and recruiters can correctly map the profile to relevant mandates.

RESULTS TIMELINE

WEEK 1
Audit & Report
Gaps identified

WEEK 2
Profiles Live
Resume · LI · Naukri

WEEK 3
Callbacks Begin
First interviews

MONTH 1
5–6 Interviews
Active pipeline

Metric	Before	After
Monthly interview calls	0	5–6 active calls
Recruiter outreach (LinkedIn)	Minimal	Regular inbound
Profile–role alignment	Low / task-focused	High / results-led
ATS keyword match	Weak	Fully optimised
Interview sources	None	LinkedIn + Naukri

RESUME – BEFORE AND AFTER

ABC XYZ
Email : ABC.XYZ@gmail.com
Location: INDIA
Mobile : +91 *****
Languages: English, Malayalam, Hindi

CAREER OBJECTIVE
Innovative and results-oriented Tool and Die Engineer with 8+ years of experience driving in new mould trial, Design for manufacturability,optimizing life of moulds and new product development in the Plastic injection moulding industry. Adept at transforming concept in mechanical designs into manufacturable solutions with a focus on quality, efficiency, and feasibility. Looking to contribute to a forward-thinking organization where research and engineering excellence are core values.

PROFESSIONAL EXPERIENCE
PQR LTD, KOCHI
New Product Development Engineer – Aug 2023–Present

- Lead the R&D prototyping team for critical switchgear parts for MCB, ISOLATOR, DISTRIBUTION BOARD etc.
- Maintained production units at different locations, including outsourced vendor units.
- New mould trial prove out and commissioning of moulds as per standard checklist at the vendor facility.
- Maintained Preventive maintenance of injection moulding tools according to the standard cycles.
- Tool tracking of 25+ Molds at 5 different locations.
- Maintaining molds in a high volume environment .
- New tool trial and part prove out includes hot runners, multi cavity moulds. (Part tolerance up to 20 microns)
- DFM analysis for moulded part.
- Successfully used Scientific injection moulding techniques to reduce cycle times.
- Proficient in Nylon 6 (fr and non fr grade), ABS ,PC materials.

ABC XYZ
Tooling & NPD Engineering Professional
9+ years driving 2+ mold lifecycle, 15%+1% rejection reduction & zero-defect T2 trials | Injection Moulding • DFM & Scientific Moulding • Vendor Trials & Production Delivery
Address: India
Phone: +91 *****
E-mail: ABC.XYZ@gmail.com
LinkedIn: www.linkedin.com/in/abc-xyz

Product Development Engineer with 9 years experience in precision manufacturing and tooling engineering, delivering high-tolerance moulding programs from concept to qualification. Experienced in managing cross-functional toolrooms, vendors, and NPD teams to design, build, and optimize injection moulds, die-casting tools, and high-volume production components. Skilled in translating complex tool design requirements into manufacturable solutions, stabilizing mould performance, and influencing production, design, and supplier teams to secure adoption.

Profile Highlights:

- Increased **MCB mold life** from **1M to 2M shots** through preventive maintenance and spare optimization.
- Reduced **part rejection** from **15% to 2%** via process and design improvements.
- Delivered **T2 trial tools** for automotive, medical, and electronics, cutting blue spotting time by **30%**.
- Led **multi-cavity & hot runner mold trials**, ensuring smooth **vendor handover**.
- Owned **end-to-end development** of MCB, DIN clips, and pneumatic parts.
- Increased **tool room capacity** by 50% through outsourcing and planning.
- Reduced **MCB rejection** from 5% to near zero with design improvements.
- Resolved **burn marks, short shots, and flow defects** via gate and vent tuning.
- Led **plant-stoppage troubleshooting** and coached vendors to prevent recurrence.
- Standardized **DFM, process docs, and mold trial checklists** across vendors.
- Guided **3-5 junior toolmakers**, troubleshooting critical production issues.
- Expertise in **Scientific Injection Moulding, GD&T, DFMEA/PPMEA, CMM, Die-Cast Tooling, PLM/ERP**.

TECHNICAL SKILLS

- Tooling & Moulds:** Injection Molds (Pin, Blade, Lier, Stripper ejection, 2/3 plate, Hot/Cold runner), Die Casting (Hot & Cold chamber, Aluminium/Zinc), Press Tools (Trimming, Blanking, Piercing), Mold Assembly & Maintenance (Class 10)
- Design & Engineering:** DFM Analysis, Reverse Engineering, Jigs & Fixtures Design, SolidWorks, AutoCAD
- Manufacturing & Machining:** Lathe, Milling Machine, Surface Grinder, Drilling, Tapping, Boring, EDM (basic)
- Materials & Processes:** Material Testing & Mechanical Analysis, Scientific Injection Moulding
- Quality & Validation:** Dimensional Checks & Fir/Function Testing, GD&T & Tolerance Analysis, CMM, Height Master, Profile Projector, DFMEA, PPMEA, APQP

WORK HISTORY

PQR LTD
NEW PRODUCT DEVELOPMENT ENGINEER

- Led **R&D prototyping** for critical switchgear parts including MCB and Isolators.
- Improved **MCB mold life** from **1M to nearly 2M shots** through preventive maintenance.
- Reduced **part rejection** to near zero by optimizing mold design and wall thickness.
- Executed **new mold trials and commissioning** across multiple vendor locations efficiently.
- Maintained **preventive maintenance schedules** for **35+ molds** at five production sites.
- Applied **scientific injection molding techniques** to reduce cycle times significantly.
- Performed **DFM analysis** to ensure manufacturability and production feasibility of parts.
- Controlled **short shots and flow defects** by adjusting temperature, pressure, and screw RPM.
- Delivered **end-to-end development** of MCB case, cover, and child parts.
- Solved **sticking issues** using two-stage injection and melt tuning.
- Standardized **process sheets** across vendors for stable production cycles.

KOCHI, INDIA
AUG 2023 – PRESENT

IN ARJUN'S OWN WORDS



Arjun M
IN · 1 review

Mar 17, 2026



Professional profile rebranding

I approached the team because I was not getting any interview calls after a certain career level with the help of team got restructured my resume and my profile for leadership roles.

I have the impact in my work but not in my profile the team guided me how to break that with many thought provoking questions that helped in the restructuring.

Currently I have attended multiple interviews. Every professional needs a restructuring of their profile every time they level up in career and the leadership aura team is doing great in that. Thank you to leadership aura team. I highly recommend Sapna and her team if you want professional guidance.



Fast Interview Traction through Precision Positioning

1. **Language shift:** Passive task descriptions replaced with outcome-driven, quantified achievements matching ATS vocabulary at Assistant Manager level.
2. **Level alignment:** Profile repositioned from "experienced engineer" to "NPD leader" — reflecting the multi-site, vendor-managing, cross-functional work Arjun was already doing.
3. **Platform reach:** Simultaneous optimization across Resume, LinkedIn, and Naukri created a consistent, discoverable presence — driving traction from multiple channels within weeks.

KEY INSIGHT

Arjun already had the experience and impact, but his profile was **not discoverable** to recruiters due to missing keywords, weak search visibility, and low ranking on LinkedIn and job portal algorithms. Even when recruiters viewed the resume, the **positioning was not strong enough** to create immediate relevance for target mandates, resulting in low shortlisting. Once discoverability and positioning were corrected as per the target role and market demand, the market started responding within weeks.