



CLIENT CASE STUDY

From Zero Interview Calls to 9 Interviews in 12 Hours and a New Role at an MNC.

How a Sales & Account Management leader with 8+ years of experience went from total silence to multiple interviews within hours of optimization.

9

Interviews

12 Hrs

After Optimization

MNC

Role Joined

TRUSTPILOT ★★★★★ VERIFIED

Paritosh

IN • 1 review

★★★★★

Connected with Sapana on LinkedIn for...

Connected with Sapana on LinkedIn for her guidance on enhancing my cv and cover letter. Her knowledge about the HR industry and how a recruiter looks at cv's and candidates from their lense really helped me build my strategy around job applications. I am happy to share that after her consultation, not only I started to get LinkedIn Inmails for job applications but also got a great opportunity in my field of expertise.

" After her consultation, I started getting LinkedIn InMails and got a great opportunity in my field of expertise.

Paritosh • Sales & Account Management Professional

Client Background

A sales strategist whose profile was failing to generate interviews.



Paritosh

Business Development Professional

Sales & Account Management | Business Development

8+ Yrs Exp

Sales & BD

BFSI / Fintech / Retail

CURRENT ROLE

Sr. Manager – BD

PQR

TARGET ROLES

Sr. Manager · BD Head

Sales Director

LOCATION

Gurugram, India

The Starting Point

Paritosh is an enterprise sales professional with 8+ years of experience across BFSI, Fintech, Gaming, Consumer Electronics, and Retail.

He has led growth initiatives at PQR, closed Salesforce's largest retail Marketing Cloud deal worth \$350,000, won the 'Best Logo Win' award for North India, and secured key deals worth \$150,000 and \$100,000 at Locobuzz.. Yet despite this proven track record, his job search had stalled. No interview calls, repeated rejections, and recruiters viewing his profile without reaching out.

" I was applying everywhere but getting zero interview calls. My profile wasn't getting any traction despite my experience.

Paritosh · First contact

SECTION 02

The Real Challenges He Was Facing

Not a skill problem. A visibility and positioning problem.

01

Zero interview calls despite active applications.

Applying regularly across LinkedIn, Naukri, and direct channels. Getting nothing back not even screening calls for roles he was highly qualified for.

02

Auto-rejection on LinkedIn.

Applications were being auto-rejected by ATS systems. The system was filtering him out before a human ever reviewed his profile.

03

Recruiters viewing but not contacting.

Profile views were happening. Recruiters were looking. But none of them followed up a clear signal the profile wasn't compelling enough.

04

Direct rejection emails only.

Instead of interview invitations, he received straight rejection emails the resume wasn't making it past the first filter.

SECTION 03

Gaps We Identified

Through our Positioning & Discoverability Framework

- Resume failed to position him as a strong candidate for his target roles.
- LinkedIn profile lacked recruiter-relevant keywords, limiting visibility in search results.
- Resume was not ATS-friendly and used a format that did not effectively showcase his experience.
- No structured job search strategy, resulting in inconsistent execution and missed opportunities.

Our Structured Research-Driven Approach

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

STEP 01

JD Research & Gap Analysis

Pulled 20+ live Senior Manager / BD Head job descriptions across target sectors. Built a keyword matrix showing exactly what the market was hiring for. Completed a full gap analysis, mapping his achievements to market KPIs. Every hidden strength was surfaced and documented.

Deliverables: JD keyword matrix · Gap analysis report · Priority company list

STEP 02

Profile Rebuild (Resume + LinkedIn + Naukri + Cover Letter)

Full resume rewrite with ATS-ready structure, executive-level headline, metrics-anchored bullets. LinkedIn positioning rebuilt completely: new headline, full About section, keyword-dense Experience entries. Naukri optimised. Professional cover letter crafted. Inbound recruiter messages began within hours.

Deliverables: 2-page executive resume · LinkedIn rebuilt · Naukri optimised · Cover letter

STEP 03

Job Search Strategy & Roadmap

Complete, actionable job search roadmap he could execute independently. Strategies to uncover hidden job opportunities, how to approach executive recruiters, LinkedIn features for visibility, structured outreach cadence, and a step-by-step plan.

Deliverables: Job search roadmap · Recruiter outreach strategy · Hidden job market playbook · LinkedIn feature guide

The Work, In Real Time

Actual screenshots from the engagement. Names and contact details redacted.

WHATSAPP



Paritosh shares the news: accepted an offer from a US-based tech company. Still receiving inbound offers via email.

TRUSTPILOT REVIEW



Paritosh [REDACTED]

IN • 1 review

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Resume: Before vs After

The same 8-year career. A completely different executive story.

✗ BEFORE



✓ AFTER



Headline

Account Executive || Salesforce || Locobuzz || SingleInterface || EXL

Profile Summary

Dynamic and results-driven Account Executive... Looking to leverage my expertise.

Role Entries

My role involved driving sales... I collaborated with clients.

Key Metrics

Scattered. No deal sizes. No target percentages visible.

EXECUTIVE MANAGEMENT PROFESSIONAL
Sales & Account Management | Business Development

A dynamic sales strategist with 8+ years of expertise in enterprise account management and revenue acceleration.

Exceeded sales targets by 120%. Secured \$350,000 deal. Won Best Logo Win award.

\$350K · \$200K · \$150K · \$120K · \$100K deals. 120% target. Multiple industry-first wins.

The Outcome

Then the interviews started flooding in.

9

Interviews Received

12 Hrs

After Optimization

1

MNC Role Joined

" *They were after me because my previous experience was an absolute match for the role. I have accepted an offer from a US based tech company. But I am still getting mails for offers.*

Paritosh · WhatsApp

What Specifically Changed

Resume

Transformed from a generic task list into a metrics-driven executive narrative. \$350K, \$200K, \$150K deal sizes and 120% target achievement anchor every section.

LinkedIn Profile

Rebuilt from a basic listing into a fully positioned executive presence. New headline, keyword-dense summary from live JD research, optimised for recruiter search.

Executive Narrative

From listing responsibilities to telling a leadership story. Enterprise sales wins, CXO-level engagement, and cross-functional impact — structured for hiring managers.

Market Response

6–9 interview calls within 12 hours of going live. Accepted offer from US-based tech MNC. Still receiving inbound offers. Colleagues already referred.

" *Paritosh did not lack experience. He lacked a profile that communicated his true worth. Zero interviews was not a reflection of his capability. **It was the cost of being invisible.***

Ready to be found?

Get Started with Executive Branding to get hired faster

Contact: 8082808611 | www.leadershipaura.com · Connect with Sapana Nikhade on LinkedIn