



+91 9840 22 6301 | ab@xfresume.com | www.xfresume.com



Deepak Josey | Founder - CMO

We don't just optimize profiles! We decode recruitment algorithms. Every framework we deploy is a tactical arsenal: ATS-penetrating, metric-driven, and surgically-targeted at executive selectors worldwide. We've vaulted professionals into multinational boardrooms, alchemizing routine roles into C-level mandates and operations experts into strategic visionaries. Our proprietary methodology, fusing data-driven insights with narrative architecture, delivers uncontested advantages that commodity services can never approach.

We build profiles that don't blend in; they seize control.
- Deepak Josey

Sushana Adurthi | Co Founder - CEO

We don't just write resumes! We engineer career breakthroughs. Every document we craft is a strategic weapon: ATS-optimized, keyword-rich, and laser-focused on quantifiable impact that hiring leaders can't ignore. We've propelled executives into global C-suites, converting career pivots into six-figure promotions and supply chain specialists into industry thought leaders. Our bespoke approach, fusing content strategy precision with elite branding principles delivers unmatched results that generic services can only dream of.

We draft resumes that don't whisper; they command attention.
- Sushana Adurthi | s@xfresume.com





THE TEAM

At X Factor Resume, certified writers, strategists, recruiters, and hiring managers collaborate on resume optimization, LinkedIn positioning, and executive branding. Each specialist contributes proven expertise: ATS compliance authorities, keyword analysts, copywriters, and quality team recruiters who validate against real hiring criteria.

We guide professionals worldwide through C-suite transitions, industry pivots, and thought leadership profiles across supply chain, technology, and beyond. Our combined recruitment intelligence and content precision ensure documents that resonate with decision-makers and advance authentic career objectives.

We build profiles that connect directly with hiring reality. Your professional story gains unmatched credibility through our team's insights.

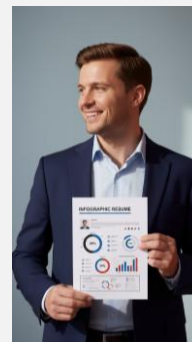


PRODUCT LINE



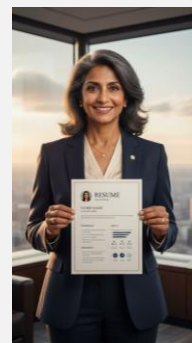
Text CV Packages

Creatively designed text mastery with strategic keyword density and scannable structure. Maximizes parse rates across all ATS platforms. Features achievements, initiatives, focuses on results, sector-specific phrasing, and recruiter-tested bullet optimization. Essential for volume applications.



Visual CV Packages

Design-driven differentiation via infographics, skill matrices, and timeline visuals. Blends ATS text base with impactful aesthetics. Includes interactive PDF, LinkedIn assets, and ATS Compliant variants. Ideal for networking impact.



Executive CV Packages

C-suite storytelling with quantified leadership, boardroom metrics, and global project narratives. Multi-page depth plus executive summary. Features stakeholder framing and timeline graphics. Head-hunter-optimized for confidential searches or boardroom level submissions.

Text CV

Content that Converts Applications to Interview Calls

Custom Content Creation: Tailored to your career path with achievements, skills, and goals in plain text and design layers.

Dual Format Delivery: ATS-compliant structure alongside visually structured Word/PDF versions.

Industry Keyword Integration: Sector-specific terms for machine parsing and human review.

Readable Structure: Optimized spacing and hierarchy across both functional formats.

Results Oriented Language: Quantified bullets highlighting measurable career contributions.



R Rahul Sharma
IN • 1 review

Oct 31, 2025



Great

Honestly, I wasn't sure what to expect when I first reached out to XResume. I'd been applying to jobs for months with no luck, and I knew my resume probably wasn't doing me any favors. The team was super professional right from the first call, they actually listened to my career story instead of just asking me to fill out a form.

What really stood out was how they turned my experience into something that actually sounded impactful, without exaggerating. The new resume and LinkedIn update made me feel more confident putting myself out there again. Within a few weeks, I started getting responses from recruiters, something that hadn't happened in a while.

If you're thinking about refreshing your profile, I'd definitely recommend them. It's worth it for the clarity and confidence you gain.

October 1, 2025

Unprompted review



Strategic thinker with a deep understanding of market intelligence, financial oversight, and key account management, ensuring business profitability and sustainable growth.

Adept at navigating complex global supply chains, optimizing sourcing strategies, and leveraging digital transformation initiatives to streamline operations.

CORE SKILLS

- Business Expansion
- Sales & Marketing Strategy
- Steel Industry Expertise
- P&L & Financial Management
- Supply Chain & Procurement Optimization
- Public Sector Tendering
- International Trade & Compliance
- Digital Transformation & Process Optimization



+91 9840226301



ab@xfactorresume.com



LinkedIn Handle



South Delhi - India

DEEPAK JOSEY

Dynamic and results-driven **Sales & Marketing Leader** with over a decade of experience in the **steel industry**, specializing in **market expansion**, **P&L management**, **business development**, and **supply chain optimization**. Proven expertise in steering large-scale sales operations, managing public sector accounts, and driving **import and distribution strategies** across global markets. Recognized for successfully establishing **NLMK's CRNGO steel business in India**, scaling operations to **2,000+ tons per month**, and spearheading **SAP implementation** for enhanced operational efficiency. A strong track record in **channel development**, **pricing strategies**, and **cross-border trade execution** with leading steel manufacturers such as **JSW Steel**, **Nippon Steel**, and **POSCO**.

WORK EXPERIENCE

NLMK India
Deputy General Manager – Sales & Marketing
December 2022 – Present, India

Leading the market expansion and business development for NLMK's CRNGO (Cold Rolled Non-Grain Oriented) steel product line in India. Overseeing import planning, sales execution, P&L management, and strategic market positioning to align Russian-manufactured steel with the specific needs of the Indian market.

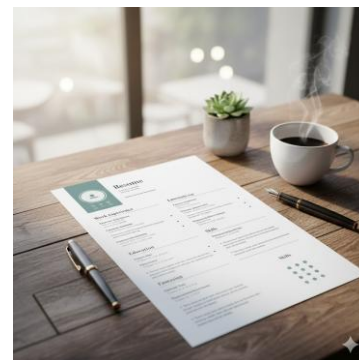
Impact to Business:

- **Expanded Market Share:** Established NLMK's presence in the Indian CRNGO market, scaling sales to 2,000+ tons per month, significantly improving the company's footprint and visibility in a competitive market.
- **Customized Product Strategy:** Developed a market-specific product strategy that included modifications to quality standards, pricing structures, and supply chain logistics, effectively addressing local customer needs and preferences.
- **Strengthened Client Relationships:** Built and nurtured strong relationships with PSUs and industrial buyers, securing long-term business through strategic tender bidding, key account management, and tailored customer solutions.
- **Optimized P&L Management:** Led key initiatives that directly improved the P&L, including strategic pricing adjustments, cost optimization in supply chain management, and improved financial oversight, resulting in stronger profitability.
- **SAP Implementation Leadership:** Spearheaded SAP implementation in India, driving operational efficiencies, improving process transparency, and aligning local operations with global standards.

Key Accountabilities:

- **Business Development & Sales Strategy:** Spearheading NLMK's growth in India by identifying and capitalizing on profitable opportunities, cultivating client relationships, and securing high-value sales, with a strong focus on improving P&L.
- **Import & Supply Chain Management:** Managing the end-to-end import process for CRNGO material from Russia, optimizing logistics, and reducing operational costs to enhance overall profitability.
- **P&L & Financial Oversight:** Directly responsible for improving profitability, refining pricing strategies, and ensuring tight control over financial exposure. Managed credit approvals, monitored cash flow, and executed cost-saving measures to maximize margins, all while ensuring alignment with headquarters' financial policies.
- **Key Account & Public Sector Engagement:** Successfully handling PSU accounts and driving contract execution through strategic tender participation, ensuring that all transactions contribute positively to the bottom line.
- **Cross-Border Coordination:** Collaborating with Russian headquarters and Dubai trading office to ensure efficient execution of strategies and cost-effective supply chain solutions, contributing to improved financial performance.
- **Process & System Optimization:** Led SAP implementation to enhance system transparency, streamline processes, and optimize workflows, resulting in measurable improvements in operational efficiency and cost control.

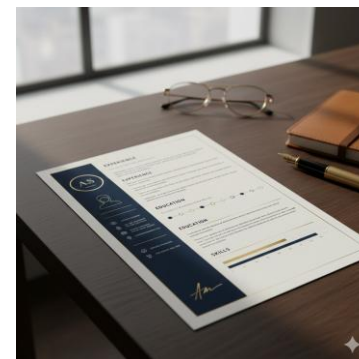
X Factor Resume breaks down content strategically to maximize ATS compatibility and recruiter impact across all packages.



IDEAL FOR

- Technology Leaders
- Operations Strategists
- R&D Leaders
- Supply Chain Leaders
- Administrative Leaders
- HR Leaders
- Academicians
- Doctors & Nurses

Text CVs excel in ATS-heavy environments, targeting professionals navigating automated screening.



PRIMARY GEOGRAPHIES

- India
- United States
- UK
- Canada
- Australia
- Europe



Visual CV

Logical Visuals that Hirers Love and Content that Impress

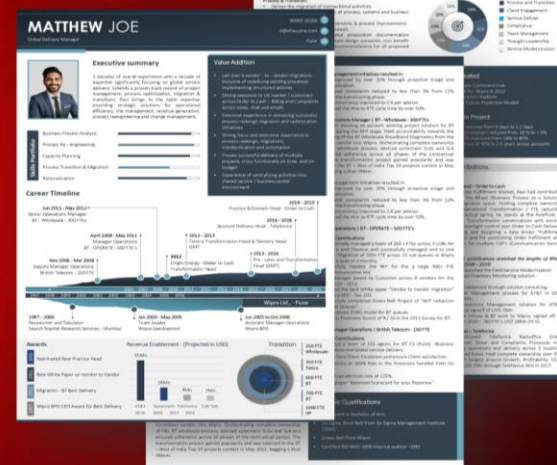
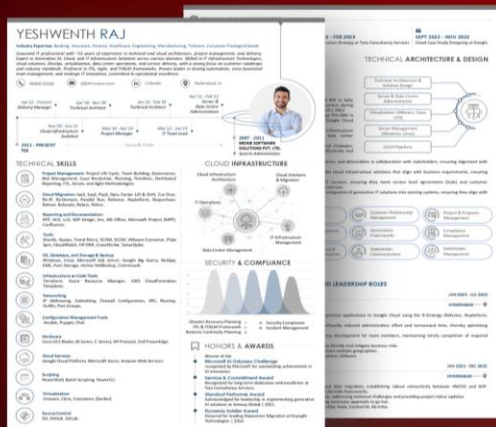
Achievement Visual Mapping: Career milestones converted to timelines, charts, and skill gauges highlighting progression.

Dual Format Package: ATS-compliant text file plus infographic PDF/Word with balanced visual hierarchy.

Industry Visual Lexicon: Sector-tailored icons, color schemes, and data visualizations for instant recognition.

Scannable Infographic Layout: Strategic white space, bold metrics, and visual anchors guiding recruiter eye flow.

Quantified Visual Storytelling: Achievements rendered as bar graphs, pie charts, and progress indicators for immediate impact.



ALI HUSAIN
KW - 1 review



A Truly Exceptional CV-Building Experience with XF Resume

My experience with XF Resume has been nothing short of outstanding. From the very first interaction, their attention to detail stood out like a lighthouse on a foggy night. They didn't just skim through my profile, they studied it, dissected my key skills, and reflected them back with clarity, confidence, and absolute precision.

A special mention to Akansha, whose communication skills were exemplary, warm, articulate, and reassuring. She made the entire process feel like a breeze. And of course, Arpana, who handled my profile with so much confidence and finesse that it felt as though she could read between the lines and bring out the best in me. Together, they demonstrated a rare blend of professionalism and genuine cordiality, a combination that's hard to come by these days.

What truly impressed me was how they crafted a CV that covered every nook and cranny, ensuring no detail was left to chance. They understood my journey, highlighted my achievements, and shaped the narrative so effortlessly that I felt my story had finally been told the way it deserved to be.

If the saying goes "Well begun is half done," then thanks to XF Resume, I feel halfway closer to landing the role of my choice. Their work has given me renewed confidence, and I sincerely hope this impeccably designed CV opens the right doors.

Highly recommended ! They're not just building resumes; they're shaping futures.

November 6, 2025 Unprompted review

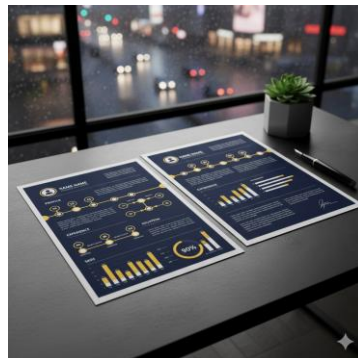
Visual CVs convert career data into strategic infographics that speed recruiter decisions. Timelines track individual-to-C-suite progression with milestone markers. Achievement bars instantly show revenue growth, team scaling, and efficiency gains.

Eye-flow hierarchy leads with peak accomplishments, P&L responsibility over supporting details. ATS text layer ensures machine parsing while visuals accelerate human scanning.

IDEAL FOR

- Creative Director
- Brand Manager
- Graphic Designer
- UI/UX Designer
- Product Leader
- BD & Sales Leader
- Marketing Leader
- Event Planner
- Advertising Leader

Visual CVs transform raw career data into strategic infographics that accelerate recruiter decisions.



PRIMARY GEOGRAPHIES

- United Arab Emirates (UAE)
- Saudi Arabia
- Qatar
- India
- United States
- South Africa
- Kenya
- Singapore

DEEPAK JOSEY

Head of Channel Sales (Head of Sales – Offline)

Visionary business leader with 25+ years of transformative experience across consumer technology, telecom, and FMCG sectors. Demonstrate hallmark career in driving turnarounds, scaling high-growth businesses, and delivering sustainable profitability in competitive markets.



Progressive history of leading Xiaomi's revival within 16 months, turning an \$84M loss into a \$72M profit through channel restructuring, policy reform, and strategic partnerships with Reliance, Croma, and AIMRA. Engineered POCO's cost-efficient hyper-distribution model via Reliance (JMD), creating a scalable ecosystem and a strong leadership pipeline. Accredited for pioneering omni-channel excellence, category diversification, and connected-living ecosystems across smartphones, smartTVs, and AIoT. Delivered sustained growth for Lenovo/Moto and Nokia, translating strategic vision into measurable market leadership.

Significant Contributions

SINCE JAN 2019
XIAOMI TECHNOLOGY INDIA PVT. LTD

Part of top leadership team, steering a \$2.05B omnichannel portfolio across smartphones, tablets, smart TVs, AIoT, and smart living categories. Spearheaded Xiaomi's turnaround and offline resurgence through bold policy reforms, technology-led execution, and deep partner engagement.

GTM Smartphones & Tablets

Drives strategy, policy, and enablers to achieve monthly, annual, and 3-year business goals.

GTM TV & AIoT

Develops strategic frameworks and initiatives for short- and long-term growth.

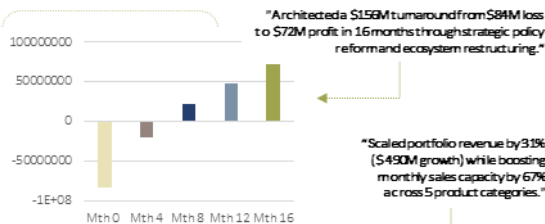
Distribution

Leads distribution network strategies, policies, & parameters

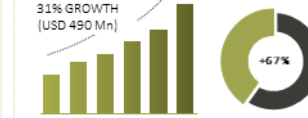
Strategy, Planning & Analysis

Analyse trends, provides actionable insights, and monitors the effectiveness of strategies, policies, and tactics across all departments and zonal sales teams.

Head Channel Sales (Head of Sales – Offline, India), Director / Senior Director
May 2022 – Present

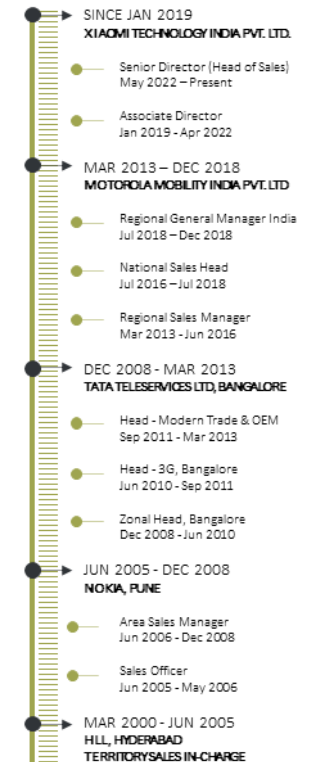


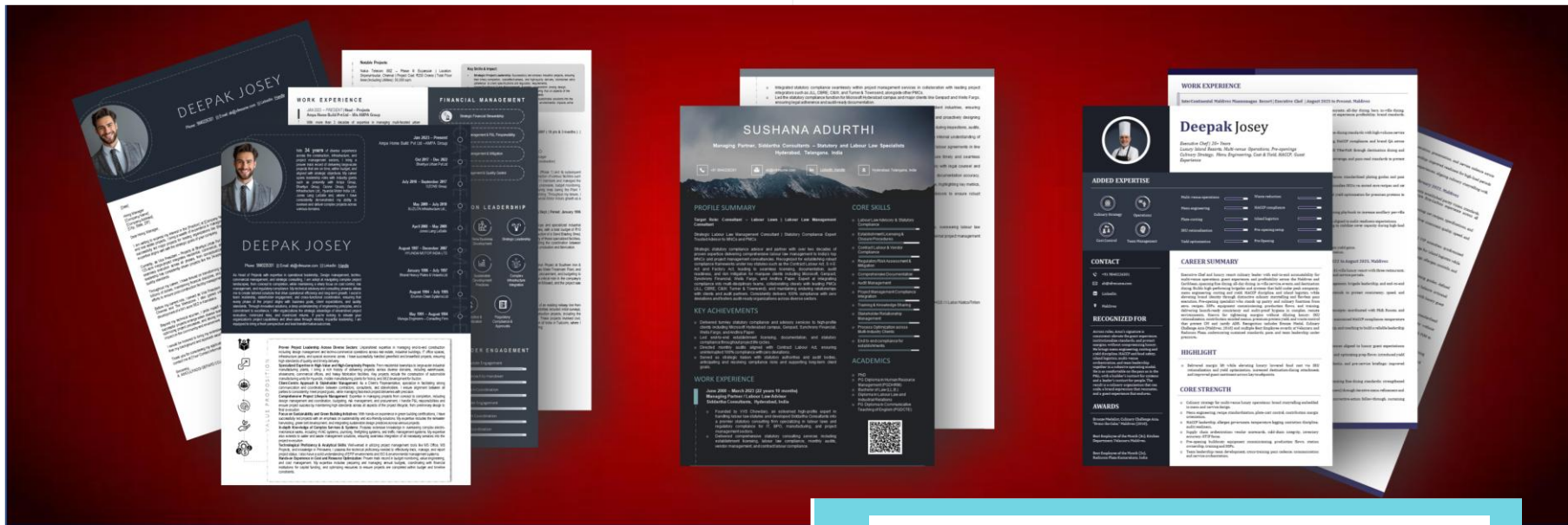
Channel Expansion: Grew distribution reach from 17K to 45K outlets, achieving 135% growth in exclusive retail contribution to 25% of business.



- **Channel Expansion:** Grew distribution reach from 17K to 45K outlets, achieving 135% growth in exclusive retail contribution to 25% of business.
- **Market Leadership:** Reclaimed #1 offline market position, expanding share in LFR/RRF and high-potential clusters.
- **Retail & Category Excellence:** Elevated retail experience through premium store conversions and attached-led growth in wearables, AIoT, and TVs.

Career Timeline





Executive CV

Content that Commands Boardroom Wins

Strategic Narrative Development:

Tailored to leadership milestones, stakeholder impact, and global vision in multi-page executive format.

Dual-Document Delivery: Detailed profiles complemented with a Single Page Executive Profile structure paired for polished boardroom ready presentations.

Executive Keyword Precision: C-suite terminology optimized for headhunter databases and confidential searches.

Chronological Leadership Mapping:

Structured timelines highlighting P&L responsibility and transformation achievements.

Quantified Leadership Metrics:

Bullets showcasing revenue growth, team scaling, and market expansions.

Fortune 500 Validation:

Benchmarked against elite hiring criteria with three revision cycles for perfection.



Anulekha Krishna

IN · 1 review

18 hours ago



I used their services in December

I used their services in December. I must say I am impressed with the kind of outreach I am having through LinkedIn. I had trouble initially trusting the process. While I would strongly suggest and recommend their services, ask for Archana before you close the project. She gives good guidance and if she finds a gap in the resume or the content for linkedin she quickly turns it around. On the whole I am a happy client and will surely recommend.

December 20, 2025

Unprompted review



MP HR

IN · 1 review

Apr 11, 2025



Highly Professional service

Highly Professional service, Super fast, Highly Competent team

April 11, 2025

Unprompted review

DR. RUSHIKA GUPTA

Academician, And Research Scholar With Over 15+ Years Of Experience

ab@xresume.com | +91 9840226301 | Dubai, United Arab Emirates

PROFILE

Dr. Esther is a seasoned academician, and research scholar with over 15+ Years of experience spanning higher education, leadership development, behavioural training, and strategic HR consulting. With a Ph.D. in Management and dual postgraduate qualification's in Human Resources, she brings a distinct combination of academic depth and industry pragmatism to every engagement.

As an academician and curriculum architect, Dr. Esther has led academic innovation across prestigious institutions in India, the Middle East, and Europe, delivering impactful instruction in Organizational Behaviour, Strategic HRM, and Employability Skills. She has supervised over 30 PhD scholars and 200+ postgraduate dissertations across global universities such as UCAM (Spain), LJMU (UK), and City University Malaysia, demonstrating a deep commitment to scholarly rigor and research mentorship.

Beyond academia, Dr. Esther is a globally engaged OD consultant and behavioural trainer, having spearheaded transformation initiatives for over a decade across sectors such as real estate, defense education, and technology. Through strategic consulting, she has helped organizations shift from hierarchical to agile models, instill performance cultures, and future-proof leadership pipelines.

With teaching affiliations across six countries, deep industry partnerships, and a research-led approach to academic excellence, Dr. Esther stands out as a dynamic scholar-practitioner committed to bridging the gap between theory and transformative practice.

PUBLICATIONS

Her publications demonstrate an expanding influence across diverse areas of academic and applied research.

- "The Relationship between Sustainability Culture and Funding in the Nigerian Power Generation Sector" - *International Journal of Research and Innovation in Social Science (IJRISS)*, Vol. IX, Issue III, March 2025 | DOI: 10.47772/IJRISS.2025.90300400
- "Empowering Small and Medium Lubricant Businesses: A Strategic Framework for Sustainable Growth and Enhanced Competitiveness in Nigeria" - *American Journal of Industrial and Business Management (AJIBM)*, Vol. 15, No. 3, 2025 - DOI: 10.4236/ajibm.2025.153024
- "Facebook and Its Impact on Teenagers in India" - *Galaxy International Multidisciplinary Research Journal*, Vol. 9, Issue 1, January 2020 - ISSN: 2278-9529
- "Commerce Students Preferring MBA Courses Over M.Com Courses in Bangalore" - *Galaxy International Multidisciplinary Research Journal*, Vol. 9, Issue 1, January 2020 - ISSN: 2278-9529
- "Consumer Buying Behaviour with Departmental Stores in Bangalore" - *Galaxy International Multidisciplinary Research Journal*, Vol. 9, Issue 1, January 2020 - ISSN: 2278-9529
- "Advertising and Its Adverse Effect on Young Adults in Central Bangalore" - *Galaxy International Multidisciplinary Research Journal*, Vol. 9, Issue 1, January 2020 - ISSN: 2278-9529
- "Population Explosion and Its Impact on the Job Market in Bangalore" - *Galaxy International Multidisciplinary Research Journal*, Vol. 9, Issue 2, May 2020 - ISSN: 2278-9529
- "Network Marketing and Its Impact on Their Customers in Bangalore" - *Galaxy International Multidisciplinary Research Journal*, Vol. 9, Issue 2, May 2020 - ISSN: 2278-9529
- "Work-Life Balance Among Faculties in B-Schools and Non-B-Schools in Bangalore" - *Galaxy International Multidisciplinary Research Journal*, Vol. 5, Issue 1, January 2016 - ISSN: 2278-9529

Her doctoral thesis titled "Work-Life Balance Among Academicians in B-Schools with Special Reference to Women in Bangalore" highlights her enduring interest in gender, workplace wellbeing, and academic labour dynamics.

CORE SKILLS

- Academic Leadership
- Curriculum Innovation
- Doctoral Supervision
- Research Mentorship
- Organizational Development
- Change Management
- Behavioural Training
- Leadership Development
- Applied Research
- Thought Leadership
- Stakeholder Engagement
- Institutional Partnerships
- Student Empowerment

PEDAGOGY

- Experiential and Industry-Linked Learning
- Doctoral and Postgraduate Research Supervision
- Blended and Flipped Classroom Delivery
- Case-Based & Reflective Teaching Methods
- Cross-Cultural Teaching Methodology
- Inclusive Learning & Reflective Practice
- Outcome-Based Education and Assessment
- Adult Learning and Executive Education
- Student Mentorship and Academic Advising

EDUCATION

Doctor of Philosophy (Ph.D.) in Management - Tumkur University, Bangalore, India, 2019

Thesis Title: Work-Life Balance Among Academicians in B-Schools with Special Reference to Women in Bangalore - Tumkur University, Bangalore | May 2019

Master of Business Administration (MBA) - Human Resource Management - Alagappa University, India, 2010

Master of Social Work (MSW) - Human Resource Management - Christ University, Bangalore, India, 2007

Bachelor of Commerce (B.Com) - Bishop Cotton Women's Christian College, Bangalore, India

Executive Packages transform leadership narratives into strategic C-suite documents that command global headhunter attention.



IDEAL FOR

- Executive packages excel in global C-suite searches, delivering universally accepted positioning that powers confidential headhunter placements and boardroom opportunities worldwide. Fortune 500-validated narratives ensure seamless alignment with elite executive search criteria for unmatched impact.

Executive packages excel in C-suite searches, targeting leaders pursuing confidential headhunter placements and global boardroom opportunities.



IDEAL FOR

- Professionals with 15+ years of P&L responsibility pursuing headhunter opportunities.
- Leaders preparing board presentations or stakeholder communications.
- Executives building global networking pipelines for unadvertised roles.
- Speakers crafting keynotes for industry conferences and thought leadership platforms.

Packages and Pricing

TEXT CV PACKAGES

Services and Timelines	10 DAYS	5 DAYS	3 DAYS	1 DAY
Resume Development	10000	11000	12000	14000
Resume + Cover Letter	11000	12000	13000	15000
Resume + LinkedIn	12500	13500	14500	16500
Resume + Cover Letter + LinkedIn	13000	14000	15000	17000

VISUAL | GRAPHICAL CV PACKAGES

Services and Timelines	10 DAYS	5 DAYS	3 DAYS	1 DAY
Resume Development	13000	14000	15000	17000
Resume + Cover Letter	14000	15000	16000	18000
Resume + LinkedIn	15500	16500	17500	19500
Resume + Cover Letter + LinkedIn	16000	17000	18000	20000

EXECUTIVE CV PACKAGES

Services and Timelines	10 DAYS	5 DAYS	3 DAYS	1 DAY
Resume Development	20000	21000	22000	24000
Resume + Pitch Letter	21000	22000	23000	25000
Resume + LinkedIn	23500	24500	25500	27500
Resume + Cover Letter + LinkedIn	25000	26000	27000	29000

Executive Package Resumes entails you to a detailed resume and a single page executive profile.

The stated prices are exclusive of taxes, with an 18% GST applicable as per regulations.

"Consult our certified resume experts for a tailored package that gives you an undeniable edge in the job market."



Ready to command your next C-suite opportunity?

Contact **Arpana Bhamidi** today for a confidential
strategy session that transforms leadership potential into
global executive reality.

Call **+919840226301** or,
email **ab@xfresume.com**

SECURE YOUR PLACEMENT EDGE.

ACT NOW!!!

