

Naukri Confidential Guide

This guide will help you in creating and managing your profile on Naukri Confidential.

To register yourself and create a Confidential profile, you are required to fill the columns on the homepage and click 'Submit'.

You will be directed to the next page- 'Resume Upload form'.

Resume Upload form-

'Resume Upload form' allows you to create your confidential profile, by entering the required details in the given fields.

Please note the below mentioned points while creating your profile-

- The profile should be created with all the relevant details related to your work experience, so that it appears in all relevant searches on naukri and also, the Recruiters and Corporates viewing the resume get a clear idea of your exact profile.
- **The resume should be uploaded in a confidential manner, without disclosing your identity.**
- **You should not mention your Name, Contact details or the Current/Past Organizations, Institute & Year of Passing (in case of Premier Institutes) or any unique information by which you can be identified.**

Below mentioned are some of the fields and also guidelines on how to fill them-

RESUME HEADLINE

The Resume Headline is the title of the resume. It should give an idea of your profile. It should be brief & explanatory.

For example-

-National Sales Head with a leading FMCG organization

-Group Project Head with a global IT Solutions company

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CANDIDATE PROFILE

This is your detailed profile.

Please note the below mentioned points while filling this column-

- It should have details about your current profile & also a brief about your previous roles and responsibilities.
- It should have a brief on your entire work experience.
- The profile should mention about your main Areas of Expertise, Scope of Work, Span of Control, Team management experience, Area of Operations, Profit & Loss responsibilities, the Industries worked in & the Roles performed.

For example-

Seasoned Sales professional with more than 10 years of extensive experience with leading organizations in different industries including FMCG, Retail & Consulting.

I am presently working as National Sales Head with a globally renowned Beverages organization.

In my present role, I am managing a team of Zonal Sales Managers, Key Account Managers and Territory Sales Managers in the Sales & Distribution functions.

- *I am responsible to drive revenue, cash and profitability.*
- *Envisaging the national strategy for sales & distribution to achieve profit goals.*
- *Responsible for Business Strategy / Execution Plan and Sales forecasting.*
- *Develop and execute overall business plan, sales plan and channel plan for India.*
- *Conceptualize, plan, implement and monitor Sales Business strategies to achieve Growth in sales.*
- *Own P & L accountability for the business*
- *Drive and manage distributors at National level.*

Prior to this, i worked as Regional Business Manager with a leading Retail organization, wherein I handled two main retail formats across the country, managing the business of multi brand outlets & contributing to a significant proportion of overall sales. Handled all activities for the channels, in co-ordination with Sales & Distribution teams of different Regions.

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KEY SKILLS

This field should have all the important & relevant skills related to your profile. Inputting right skills that describe your work experience well, will ensure that your resume gets featured in more relevant searches.

For example-

Shopper Marketing, In-store Merchandising and Activation, Key Account Management, Regional Trade Marketing operations, Category Management, Sales Management, Trade Marketing, Channel Management, Consumer Promotions, Sales Promotion Activities, Market Sizing, Demand Forecasting

DESIGNATION

If you have a unique Designation which is specific to one or two particular Organizations only, the Designation should be modified & written in such a manner that its not possible to trace and identify you through the Designation.

For e.g. *Designations like Corporate Advisor in Television Channel or Senior Manager – Brand Strategy in an FMCG company should be avoided as very few companies will have such designations and it is easy to identify the candidate.*

COMPANY PROFILE

This section should have a brief about your Current Organization, mentioning the Industry in which the Organization is operating, along with its Size of Operations, Number of Employees & Locations etc. **But too much specific information should not be revealed, especially when there are only one or two such Organizations in the Industry.**

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For e.g. *One of the largest BFSI companies in India with over 1000 employees and having a national spread.*

Once you fill all the fields in the form, click on the 'Preview and Submit' tab.

Profile Preview-

You will be directed to the preview of your profile. This is how your profile will be visible to recruiters on naukri.com. This page has two tabs- 'Edit Details' and 'Submit'.

Edit Profile-

If you wish to make any changes to your profile, click on 'Edit Details' tab and you will be directed to the 'Resume Upload form' where you can make the required changes. If your profile does not need any changes, click on 'Submit'. Your profile will be created on Naukri Confidential.

If you wish to update your profile in future, you can visit <http://naukriconfidential.naukri.com> and login to your Naukri Confidential account.

You are now ready to upload your profile on Naukri Confidential. We look forward to any feedback, queries or comments from you. Please write to us at naukriconfidential@naukri.com