



What Changed & Why It Works

Amara Fitzgerald · Monitoring & Evaluation (M&E) Officer, targeting senior MEL roles with FCDO/USAID-funded programmes · Illustrative sample

Professional Summary

Before: *M&E professional with experience in international development. Passionate about using data to improve programmes, based in London.*

After: MEL Officer with six years' experience designing and managing monitoring, evaluation and learning systems for FCDO-, USAID- and EU-funded international development programmes across East Africa and South Asia.

Why it works: The before version reads as generic passion, unsearchable by any recruiter filter. The after leads with the exact donor ecosystems (FCDO, USAID, EU) and methodology vocabulary (logframes, results frameworks) M&E recruiters actually search.

Experience Bullets

Before: *Lead MEL for an FCDO-funded livelihoods programme across Kenya and Uganda. Maintain the logframe and results framework. Manage evaluations and donor reporting.*

After: Lead MEL for a £4.2m FCDO-funded livelihoods programme across Kenya and Uganda, maintaining the logframe and results framework covering 32 output and outcome indicators... 12 consecutive reports submitted on time with zero data-quality findings.

Why it works: One vague paragraph becomes parseable, quantified bullets. Every number (£4.2m, 32 indicators, 12 reports) is searchable evidence a hiring manager can probe.

Skills Coverage

Before: *Monitoring & Evaluation · Logframes · Theory of Change · Power BI · Qualitative Research · Donor Reporting (6 skills)*

After: Monitoring & Evaluation (M&E) · MEL · Logframes · Theory of Change · Results Frameworks · Indicator Development · FCDO · USAID · EU Reporting · Mixed-Methods Evaluation · Power BI · KoboToolbox · Stata (21 skills)

Why it works: ATS and recruiter filters match on both the spelled-out and abbreviated forms — tripling the legitimate keyword footprint multiplies the searches you appear in.

LinkedIn Headline & About

Before: *Monitoring, Evaluation & Learning Officer at Horizon Relief International*

After: MEL Officer | FCDO & USAID Programme M&E | Logframes, Results Frameworks & Mixed-Methods Evaluations | East Africa & South Asia | Power BI | International Development

Why it works: The before headline contains almost no searchable keywords beyond the job title. The after front-loads the donor ecosystems, methodologies, tools and geographies M&E recruiters actually type into LinkedIn Recruiter.

Get past the ATS gatekeepers. Book your dream job interview.

Illustrative sample — fictional candidate, created for demonstration purposes only. Not a real client deliverable.

AMARA FITZGERALD

Monitoring, Evaluation & Learning (MEL) Officer | London, UK | amara.fitzgerald.sample@example.com | +44 7700 900123 | linkedin.com/in/amara-fitzgerald-sample

Professional Summary

MEL Officer with six years' experience designing and managing monitoring, evaluation and learning systems for FCDO-, USAID- and EU-funded international development programmes across East Africa and South Asia. Specialist in logframes, results frameworks, theory of change and mixed-methods evaluations, with a record of on-time donor reporting and evidence-driven programme adaptation.

Core Competencies

Logframes & Results Frameworks · Theory of Change · Indicator Design (Output / Outcome / Impact) · Mixed-Methods Evaluation · Household Surveys & Focus Group Discussions · FCDO / USAID / EU Donor Reporting · USAID PIRS · Power BI · KoboToolbox & ODK · Stata & Excel · Data Quality Assurance · Capacity Building

Professional Experience

MEL Officer — Horizon Relief International (INGO), London

Mar 2022 – Present

- Lead MEL for a £4.2m FCDO-funded livelihoods programme across Kenya and Uganda, maintaining the logframe and results framework covering 32 output and outcome indicators.
- Designed and managed 2 mid-term reviews and 1 endline evaluation (mixed methods; 1,800+ household surveys and 24 focus group discussions), informing three programme course corrections.
- Own quarterly and annual donor reporting to FCDO and EU delegations — 12 consecutive reports submitted on time with zero data-quality findings.
- Support monitoring for a USAID-funded WASH programme reaching 140,000 beneficiaries, managing monthly indicator tracking tables and performance indicator reference sheets (PIRS).
- Built Power BI dashboards tracking indicator performance against milestones, cutting reporting preparation time by roughly 40%.
- Trained 25 field staff and partner M&E focal points in data collection protocols, KoboToolbox form design and data-quality assessments.

M&E Assistant — Crescent Development Partners, Bangladesh

Jun 2019 – Feb 2022

- Supported baseline and endline surveys for EU-funded resilience projects, coordinating data collection, cleaning and analysis in Stata and Excel.
- Conducted routine data-quality assessments across field sites, reducing beneficiary-record inconsistencies identified at audit.
- Contributed to theory of change development and programme learning documentation for donor reports and follow-on proposals.

Education & Certifications

- MSc Development Studies — SOAS University of London, 2019
- Impact Evaluation in Practice — World Bank / DIME (online), 2021

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BookMyJobInterview.ai | LinkedIn ATS Optimization — Final Deliverable

Prepared for: Amara Fitzgerald · Target role: Monitoring & Evaluation (M&E / MEL) Officer · Region: UK

How to update your profile: open LinkedIn, go to your profile, and use the pencil (edit) icon on each section below. Copy each shaded block into the matching field — Headline, About, then each Experience entry. Finish by adding the Skills at the end. Total time: about ten minutes.

1 · Headline (paste into: Intro → Headline)

MEL Officer | FCDO & USAID Programme M&E | Logframes, Results Frameworks & Mixed-Methods Evaluations | East Africa & South Asia | Power BI | International Development

2 · About (paste into: About section)

MEL professional with six years' experience designing, managing, and learning from monitoring and evaluation systems for international development programmes across East Africa and South Asia.

I specialise in building results frameworks and logframes for FCDO-, USAID-, and EU-funded projects, managing mixed-methods evaluations, and translating evidence into programme adaptations and donor reporting. My technical toolkit spans Power BI dashboards, household surveys, KoboToolbox data collection, and qualitative methods including focus group discussions.

Currently MEL Officer at Horizon Relief International, where I maintain a 32-indicator logframe for a £4.2m FCDO livelihoods programme across Kenya and Uganda, and support USAID WASH programme monitoring reaching 140,000 beneficiaries — 12 consecutive donor reports delivered on time with zero data-quality findings.

Previously M&E Assistant at Crescent Development Partners in Dhaka, Bangladesh, supporting baseline and endline surveys, data collection, cleaning, and analysis (Stata, Excel) for EU-funded resilience projects.

3 · Skills (paste into: Skills section)

Monitoring & Evaluation (M&E) · MEL · Logframes · Theory of Change · Results Frameworks · Indicator Development · Donor Reporting · FCDO · USAID · EU Reporting · Mixed-Methods Evaluation · Power BI · KoboToolbox · Stata

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