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Jobs



Messaging



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Me



For Business



Mustapha Obeid

Sr Director of IT (Digital Transformation, Data Center Infrastructure, Cloud Operations and Migration, ERP Implementation)

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Mustapha Obeid • 2nd

Sr Director of IT (Digital Transformation, Data Center Infra...

17h • Edited •

+ Follow

LinkedIn's Open-To-Work message is ineffective. 🙄

You know, this message:

🚫 "I am looking for a new role and would appreciate your support. Thank you in advance for any connections, advice, or opportunities."

That's because it lacks 2 critical pieces of information:

1. Who are you?
2. What do you bring to the table?

Here's a much more effective message (an example):

✓ "I have 12 years of experience in 'Outside Sales - IT Services,' and am currently looking for a new role. Here's what I bring to the table:

1. In FY2023, I increased account portfolio by 23%, grossing \$42MM;
2. Brought in 4 new strategic accounts (3 years, \$3+MM each);
3. Developed a new lead generation pipeline in Salesforce and brokered new partnerships with 2 Microsoft Gold Partners.

Open to opportunities in the Midwest in the private or nonprofit sectors."

💣 Boom!

👍👏👏 You and 130 others

28 comments • 5 reposts

Reactions



Have you tried...

I'd be happy to...

I'll share this with...

I'll ke



Like



Comment



Repost



Send



Add a comment...



Most relevant



Matthew Erbstein • 3rd+

Event Management Leader

16h

While you make a great point, isn't that what a resume is for?

Like | Reply · 6 Replies

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Mustapha Obeid • Author

Sr Director of IT (Digital Transformation, Data Center Infrastructure, Cloud Operations and Migration, ERP Implementation)

16h

Hi Matthew: The banner is effective, but the generic 'message' many job candidates use is not.

Like · 2 | Reply



Joel Schwan (He/Him) • 3rd+

Talent Management Expert | MSP | SOW | RPO

16h

It's also why we build our LinkedIn profiles and have headlines for our profiles. But, you know, semantics.

Like · 🗨️ 1 | Reply

Load more replies



David Hoghton-Carter (He/Him) · 3rd+

12h ...

Programme and partnerships management for new and developing impact projects

And what if you haven't had the good fortune of a career path that's enabled you to score big easily quantifiable wins within a blue chip level organisation?

Many of us have to work with what we've got. Based on uncon ...see more

Like | Reply · 1 Reply



Mustapha Obeid Author

7h ...

Sr Director of IT (Digital Transformation, Data Center Infrastructure, Cloud Operations and Migration, ERP Implementation)

Hi David: That message was just an example. Of course, job seekers will have to customize it to showcase their own skills & achievements.

Like | Reply



Robynn Storey · Following

17h ...

Killer Resume Services 📞 724-832-8845 Call/Text 📠 USA Roots, Global Dreams 🌟 940K fans 🌟 Ready to Elevate Your Career Story?

Mustapha Obeid I love it....yes, giving specifics about who you are, what you are looking for and why you are qualified is much better!!

Like · 🗨️ 15 | Reply · 2 Replies

Load previous replies



Mustapha Obeid Author

16h ...

Sr Director of IT (Digital Transformation, Data Center Infrastructure, Cloud Operations and Migration, ERP Implementation)

Thanks, **Robynn**. Numbers & specifics are great story tellers!

Like · 🗨️ 1 | Reply



Bradley Stokes, CSM (He/Him) · 2nd

15h ...

Global Chief Information Officer | Digital Transformation Leader

I disagree. Is it the most effective communication, no. But it is effective. Depending on how and when you peruse LinkedIn (imho), I will pick up on these and re-share or quickly comment offering to help. ...see more

Like | Reply · 1 Reply



Mustapha Obeid Author

7h ...

Sr Director of IT (Digital Transformation, Data Center Infrastructure, Cloud Operations and Migration, ERP Implementation)

Hi Bradley: From the perspective of job seekers, one should think of their 'Open-To-Work' message as their own TV commercial or classified ad. Since they only get one chance to make a first impression, it's essential to ensure the message is as crisp as possible. ...see more

Like | Reply



Shamriel Lowery-Mcmath (She/Her) · 3rd+

14h ...

Customer Service Management Professional| 10+ Years Experience| Empowering Teams & Driving Growth | Improving Health Care through Process and People

Thank you. I will use this the next time I post. I find it difficult to get my network to share or comment for better reach. I think a more attractive text may do that.

Like · 🗨️ 1 | Reply · 1 Reply



Mustapha Obeid Author

7h ...

Sr Director of IT (Digital Transformation, Data Center Infrastructure, Cloud Operations and Migration, ERP Implementation)

Shamriel: Good luck. Happy to help, if needed!

Like | Reply



Yasodrah (Penny) Persaud · 3rd+

16h ...


Market Planner Bechtel Telecommunications

Very good advice. Do you know if it worked to someone's advantage?

Like

Reply

1 Reply



Mustapha Obeid · Author


Sr Director of IT (Digital Transformation, Data Center Infrastructure, Cloud Operations and Migration, ERP Implementation)

16h ...

Absolutely. The specifics showcase your skills & achievements and, in the little time recruiters have, make it easier to discover you.

Like

Reply



Sherri Carpineto · 2nd

Strategic Planning | Process Improvement | Passionate Healthcare Leader | Operational Efficiency Expert | Revenue Operations | COO | Chief Growth Officer | Supporter of Good Humans |


13h ...

Yes! Tell people who you are, what you want, why you want it and can do it..

and be specific. Give a CTA and actionable requests... be specific, focused and on target


...see more

Like

 1

Reply

1 Reply



Mustapha Obeid · Author


Sr Director of IT (Digital Transformation, Data Center Infrastructure, Cloud Operations and Migration, ERP Implementation)

7h ...

Absolutely! Get them all fired up and wanting to call you.

Like


Reply




MD RAHAT ISLAM · 3rd+

WordPress Website Designer and Developer || On-Page SEO Expert

16h ...


This is  Advice

Like

 1

Reply


1 Reply



Mustapha Obeid · Author


Sr Director of IT (Digital Transformation, Data Center Infrastructure, Cloud Operations and Migration, ERP Implementation)

16h ...

 Boom!

Like

Reply



Chettah Hamza · 3rd+


Laboratory Supervisor | Onshore GAS Processing PLANT | at GROUPEMENT TIMIMOUN GTIM, Joint Venture JV Between (TotalEnergies / Sonatrach / Cepsa)

16h ...


I'm pretty happy in my current role with my COMPANY_NOW and am not actively looking to change jobs, but I'd be open to discussing any future Vacant Posts it relevant to My_PROFILE, as I never turn down a chance to chat about it. Would it be possible for us to connect sometime? I should be available for a quick to Reply & and write down here at [Link](#) ...see more

Like

Reply



Tom Forquer · 3rd+

 Recruiter in Manufacturing, Construction and CPG

8h ...

Why not both?

Like

Reply

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