



## **EPISODE 226 Turn Your LinkedIn Into a Magnet: Attract Jobs, Connections, and Possibilities**

**With guest Dr. Angelica Dumapit**

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AD: “LinkedIn isn't just another social network. It helped me launch my career. My first medical writing job found me through LinkedIn. LinkedIn open opportunities I never would have gotten through other job boards. The possibilities are endless.”

HF: Welcome to The Doctor's Crossing Carpe Diem podcast. If you're questioning your career in medicine, you've come to the right place. I'm Heather Fork, a former dermatologist and founder of The Doctor's Crossing. As a master certified coach, I've helped hundreds of physicians find greater happiness in their career, whether in medicine, a nonclinical job, or something else. I started this podcast to help you discover the career path that's best for you and give you some resources and encouragement to make it happen. You don't need to get stuck at the white coat crossroads. So, pull up a chair, my friend, and let's carpe that diem.

Hey there, and welcome to the Doctor's Crossing Carpe Diem podcast. I'm your host, Heather Fork, and you're listening to episode number 226. I cannot wait to share this episode with you on how to use LinkedIn to bring opportunities right to your door. My wonderful guest, Dr. Angelica Dumapit, was raised in the US and went to medical school in the Philippines. Instead of going into residency, she followed a different path into the world of medical communications. Today, she works as a medical director and also freelances as a medical writer and editor.

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What's especially powerful about Angelica's story is how she used LinkedIn to land the majority of her roles and freelance gigs. At a time when she was at a career crossroad, this platform became an indispensable tool, not just for job searching, but for building connections, finding new opportunities and growing her career.

In this episode, you'll hear how LinkedIn helped her get where she is today and how you can use it in similar ways. Dr. Dumapit shares specific tips for optimizing your profile, messaging people, deciding whether premium is worth it, and even how to use LinkedIn to find side gigs. Whether you're just getting started or want to take things to the next level, you're going to come away with practical ideas to help you use LinkedIn more effectively. Without further ado, I am truly honored and excited to welcome Dr. Angelica Dumapit to the podcast. Well, welcome, Angelica.

AD: Thank you for having me on here. I'm really excited to talk to you about LinkedIn.

HF: Isn't that great? It's kind of crazy and I can't believe this, but I've been podcasting for four years and I have not done an episode on LinkedIn.

AD: Yeah, it's interesting because I never really thought about how LinkedIn affected me until we started talking about it. And then I went back through it and I just said, yeah this really helped me. And it is such a great tool.

HF: I have to tell the listeners how I found you, duh, LinkedIn. And I was looking for someone who was an international medical graduate who was working in medical communication because I wanted to use a true life example in this lesson. I'm doing medical communications for a larger course on nonclinical options. And so I went to LinkedIn. I put in international medical graduate and medical communications. And boom, you popped up and I love your profile. I'm looking at it right now on my screen. It's very professional, like you know how to use a banner photo. You have a great headshot. Your

writing is really excellent. And you even have mentioned on your profile the different jobs that LinkedIn help you get.

I said, this is my gal. I'm going to message her and cross my fingers that she reaches out because on LinkedIn it can be dicey. And you responded right away with just a beautiful message. And you said, absolutely, I want to help. And I tell you, you made my day. Well, thank you so much.

AD: Yeah, I worked for a while on my profile. I'm really stoked that it actually helped out and that you actually were able to find me. I know sometimes it's hard because you don't think that people will find you because there are just so many people that use it. And now I think it's great. I think it's great that you searched and then I was there.

HF: I know. I just checked in there. One point one billion members on LinkedIn. Now, they say about 48 percent are active in the US, which I still think is really high. So it has really, really grown since I think around early 2000 or so when it started. We want to hear your story, Angelica. Tell us a little bit about how you got into medicine and then how you made this decision to go into medical communications. I'd love to hear.

AD: Absolutely. I've always had an interest in medicine. I always thought that I was going to be going to school here, but I've always wanted to study abroad. After I graduated from the university, I decided to study medical school in the Philippines. I did some research around. I wanted to check into Caribbean schools, European schools and even other schools in Asia. But the Philippines stood out for me. One of the reasons was my parents are from the Philippines. I always wanted to go back and visit. And what better way to visit, live there and study medicine there. I graduated about 2015 and moved back to the US to be closer to family.

I think that's where everything started. That's where I was at this crossroads where if I go the residency pathway or do I go the work pathway? It was definitely one of the

hardest decisions I ever had to make, because I know as physicians, we're often told or we tell ourselves, oh, if you don't go this pathway or if you don't stick to residency, then you've pretty much failed. And I think that's far from the truth. Especially nowadays there are just so many paths for physicians in the nonclinical fields. And I'm so glad that we found each other and we can help people. We can help other physicians find their path.

HF: That is such a great point. This has nothing to do with failure. And in some ways, it's a big success to figure out earlier on. It can be that you don't want to practice clinically because that's a big time investment to go through residency and then discover later on that this is not what you wanted to do. Here, you are already building a career after medical school.

AD: Yeah, that's correct. And as far as finding my own way into med comms, we basically just kind of found each other at the opportune time. I think that's the great way when you find your path. Everything just kind of falls into place. I've always loved writing and researching. And while I was researching nonclinical fields, I found medical communications and AMWA, which is the American Medical Writers Association. I just felt like I found my tribe there. And one of the chapters I volunteered with, they actually helped me get started on my journey into med comms as far as education and then helping me find my full time job.

HF: Could you give a brief description of what med comms is for people who aren't familiar with it, Angelica?

AD: Yeah, sure. Medical communications, it's basically any kind of communications that deals with the medical field. That could include writing and then editing. There's also a medical science liaison. I think that's either under medical affairs or medical communications. Sometimes I see it under medical communications, but also with researching, writing, editing. A lot of medical communicators go into something which is



regulatory. That mostly deals with the pharmaceutical industry. But there's also biotech. I specifically work in sales training, but I also do continuing medical education.

HF: And you said something very key. You said, I've always loved to write. And I find that's a really important factor. If you're considering anything having to do with writing, you don't go into writing because you will make money at it and it's an easy thing to do. You have to love writing. And you knew that about yourself.

AD: Yes, that's true. Yeah. It's interesting, too, because a lot of people who decide to go into writing, they decide that, oh, yeah, it's really hard to write. I'm like, yeah, it's a lot more difficult than people think it is. You know, it's hard to put sometimes your thoughts into pen and paper or nowadays into a laptop.

HF: It's true. And before we dive into a lot of details about how LinkedIn factored in, can you just give us an idea of what you do at your job in medical communications?

AD: I work actually for a third party agency, and we usually specialize in pharmaceutical companies. Any of their sales training, we're usually a part of that. And for my job now, I am now the medical director and I wear many hats in that role. I'm also the curriculum design consultant. I help design the curriculum for the sales training. And I also am a writer and I'm also involved in the project leading. I usually am involved from the project from start to finish.

HF: And these are often training materials for, say, drug reps that go out to offices and whatever is needed for them to understand the science and the medicine behind the drug or the device.

AD: Yeah, correct. Most of these are medical reps and a lot of medical reps. They start off in business. A lot of them don't have a science background. So that's where we come in. We help them understand the science behind the pharmaceuticals

that they're going to sell. It's hard to sell something that you don't understand the science behind. The great thing about our job is we take a lot of the complex material and break it down into a simpler form just so that it's easier for everybody to understand.

HF: Okay, I'd love to shift gears, Angelica, and hear how LinkedIn factored into your finding that first job.

AD: Yeah, absolutely. I was applying to every job that had to do with medical writing on LinkedIn that interests me. And I know it's hard and frustrating for a lot of people because they apply and then sometimes they don't hear anything back. I understand. I can relate to that. I can relate to others who said they've been reached out by a recruiter and then afterwards they've been ghosted. I've also can relate to others where they apply to hundreds of jobs and nobody replies back. And it's just rejection after rejection. I understand that.

But once everything lines up, you're going to find that recruiter who reaches out to you and is really, really interested in what you can do to help them. The interesting thing is my first medical writing job found me through LinkedIn. A recruiter had reached out to me and asked me if I would be interested in some freelancing, reviewing work. And I said, absolutely.

I think once I got that first job, that's when opportunity started happening for me. I think that's also once you put that you're working in the med comms profession or any kind of profession, the opportunities start opening themselves out because once it's out there, it's out there. And then that's when recruiters can find you. I've always heard the saying that in order to find a job, you have to have a job. So sometimes that does work out.

HF: No, absolutely. Everything you said is so true in that, first one is the hardest. And once we get that, I've heard so many people say, now I have people reaching out to me on

LinkedIn, these recruiters that they had to really work hard to get their attention from. What was it about your profile that had that recruiter reach out for a freelancing opportunity?

AD: I think I had it on my title that I was a freelance writer. I think also the fact that they were looking for a physician and I was a physician that worked in Asia or I lived in Asia and I studied in Asia, and they wanted somebody that spoke English or wrote in English. And lucky for me, I can do all of those. And also they liked the fact that I was from the United States. They were looking for an American speaker and also for an American writer who had some kind of background with Asian medicine. My first job actually had to do with traditional Chinese medicine. And I reviewed articles for that. That was my first job that I was able to get. And the recruiter reached out to me and the rest was history.

HF: That to me, that really speaks to the power of finding a needle in a stack because they were looking for someone very specific and through keyword searching and having your profile optimized, they found you. How else are you going to go on Google and find you like a unicorn?

AD: That's a good point. Yeah, that's true.

HF: That search engine is incredibly powerful, but you have to have the right things in your profile for them to find you. Let's talk a little bit about what happened next. Did you do some different things on your profile to get the employee position and how did you find that one?

AD: Actually, for that one, I noticed that with freelancing, I had a lot more time. So I wanted to go back and actually do work full time and then see where that leads. I know a lot of people start off usually with full time and then they go into freelancing. I kind of did it backwards and I went to freelancing first and then I started working full time. I went



back to the search engines and I was looking for medical writing, for medical communications. And then I found this one for sales training and I decided to just apply for that one. That one, I wasn't reached out with a recruiter. That one I found. And I guess I just found everything that they liked in my resume. And then they contacted me also through LinkedIn. And that's where I got my interviews for that.

HF: Just to clarify, so you were searching on LinkedIn using different job titles and different keywords to find a job. And then you applied through LinkedIn by uploading your resume, filling out the application, and then they reached out to you and interviewed you and you got hired.

AD: Yes, actually, yeah, I utilize that easy apply because that's the great thing about that Easy Apply. Some people debate about not using it because they just think that so many people just click and click. But personally, I love it, especially when you have your resume on file. Yeah, I just think it's a great option to use.

HF: For people who aren't familiar, what is Easy Apply?

AD: For Easy Apply, it's just a button. And it actually you can keep your resume on file with LinkedIn in order to make the application process easier. You don't have to keep filling it out like what you would do for a regular job, job application on a search engine or, for example, on the company's websites. They usually have your resume on file. Easy Apply - You can just put in your basic information and then usually with the last resume, click send and then it makes everything easier. And then you can just send it right away.

HF: I know it's super-fast because it's onerous to fill out all those little boxes with the stuff that's already on your resume. It's a pain. One question I want to ask you, Angelica, which people commonly wonder about is premium versus free. LinkedIn is free. Anyone can create a profile, but for \$39.99 a month, you can have a premium. What would you say if someone's on the fence?

AD: I understand because \$39.99 seems like a lot of money. I personally pay for it annually because it is cheaper. Once you calculate it. The way that I justify it, it's more some of the biggest investments you can make is on your career and also in yourself.

HF: With some of the features of premium are those in-mails where if you don't have in-mail, you can send someone only a very short message if you're not connected with them and they may or may not respond. With in-mail you can write a longer message than that goes right to their inbox. You can also stalk people because you can have this feature where you can go and look at other people's profiles, but they don't know you looked at them. You could go check things out incognito. You also get access to LinkedIn Learning, which I think is over twenty two thousand courses like things that help you with your career, also AI, other things. And then when we were talking earlier, you mentioned how you think it helps you get seen for jobs and by recruiters more readily than those who don't have premium. Do you want to speak to that?

AD: Yes. I honestly think that when you have premium, I think there's something in the algorithm to where you have a wider reach to either recruiters or to others. If you want to network. I don't have any evidence about that, but I do think it actually does happen because I've noticed when I went back on premium, I had a lot more people reach out to me. That's just either to connect or recruiters wanting to know more about what my job is and to also keep me on profile to see if there's any jobs available for me.

I think that's also a great way to really invest in premium, because even though if a recruiter reaches out to you and they don't have anything for you right now, they might have something for you in the future. Always just keeping in contact, whether it's through email or it's just through regular LinkedIn. I just think that premium always has that extra.

HF: And then I think as you get the first month for free, so you can check it out and then if you're on it for a while, I've also found that if you leave them, they don't want you to



break up with them. And so, they'll offer you a discounted rate. So you can always try to leave and see what happens.

You had mentioned reaching out to recruiters and we have physicians who want to find other physicians for informational interviews to speak with. Can you talk a little bit about how you do that on LinkedIn and what are a few good tips for success?

AD: Well, I really liked the way that me and you connected, because I just that's something that I would also message somebody. I would find something that I really liked about what they do. And I like that you are in podcasts and then you also do the nonclinical pathways that you're helping physicians. That's something if I were to reach out to you, that's something that I would mention. I would mention that we're on the same pathway, that we're in similar fields and connecting and networking is something that I would be interested in. And then hopefully that gives good results.

It's the same thing with recruiters. I also like to reach out to them every once in a while. Once we've had that initial contact, I ask, I just give them my profile and say that I'm available if they ever need anything. I give them a copy of my resume. And if they reach out, you can always just keep in contact every now and then.

HF: Yeah. And they say the best time to network is when you don't need a job because it takes time. You can build connections. Say, for example, you're interested in pharma or you're interested in working as a physician advisor or in telemedicine. And now's the time to search on LinkedIn and find physicians who are doing what you want to do. Reach out and connect and just say something like you said. Look at their profile. Say something you saw and compliment them. Everybody likes to know someone notices them and be kind and say, I'd love to have you join my network. And then once you're a first degree connection, you can send much longer messages. It's just getting them to respond for that first one that can be tricky.

And so, here's the thing, Angelica, is that we can message somebody and then we can be lucky. And like you, you reached out right away and you responded. But sometimes we get crickets and nobody's responding to us. And we feel like, what is wrong with me? Is there mashed potatoes in my face or something? What would you tell somebody who's feeling like, "Well, people aren't responding to me?"

AD: Well, first of all, I completely understand. I've had that happen so many times. I think the biggest thing is just to never give up. And then one of these days you're going to find somebody who's really going to reach back to you. I think also one thing that I noticed, too, when I was reaching out to recruiters, the messages that I was sending were almost just too general.

I think the biggest thing, like we mentioned before, is just to make it more specific. Find something that you really like about the recruiter, what are they recruiting for example, pharmaceuticals and that you're interested in pharmaceuticals. Also mention your level of expertise. I think the great thing about physicians, too, when we apply for medical, for example, like medical writing or medical editing or even just reviewing articles, we do have that advanced degree. That does set us apart from the others that are applying. And I think mentioning that also and especially if you have a specific therapeutic area like hematology or oncology, that will make them more apt to reach back out to you.

HF: In general, the general principle is be specific for whatever you want the recruiter to know about you that could be valuable to them and your messaging. And here's the neat thing is you can use Chat GPT to help you with customizing these messages. So I'm just going to take a pause for a minute from our conversation to tell you about this resource and a special we're having right now to help you with your LinkedIn. And then we'll come back with Dr. Dumafit for a few more questions.

I have a LinkedIn course for physicians, and this course has 22 short videos that help you with each part of your profile, the headline, the photos, the about section, how to send



messages, how to apply for jobs. And it's very cookbooky. You watch the short video and then there's a cheat sheet that says, do this, click here, write this. And so you don't have to spend that and waste a lot of time trying to figure it out on your own. And I just added a new video to the course, which gives you tips on how to use Chat GPT. And this is a game changer, because, for example, what you can do now is you can download a PDF of the person's profile, say "Chat, write me a 300 character message to send to this person to emphasize X, Y, Z or help me with my about section or help me figure out what to put in my headline." And so, this will save you hours. We just added this video.

You can get the course if you're interested. We have a special right now. It's 35% off. That's going to be going for the rest of the month. That's the end of August 2025. The show notes will be a link for the course and the discount. You can also go to the doctor's crossing dot com website and hit the course tab at the top. So this will make it so much easier. And there's a money back guarantee. So it's no risk to you.

All right. Now back to our wonderful guest, Dr. Angelica Duma Pitt on LinkedIn. We're getting close to wrapping up, but I'd love to hear if you have any more LinkedIn stories or any special tips for the profile. Anything you want to share with physicians who are trying to figure this out?

AD: One of the best stories that I ever had with LinkedIn was when I first started looking for a job, I would reach out to recruiters and sometimes recruiters, they would only want somebody who only has three to five years of experience. And where I was starting off, I didn't have any experience. I was, I don't want to say scraping the bottom of the barrel, but it felt like it. I remember I reached out to this recruiter because she had this job on her profile. And I said, I have what you're looking for, but I just don't have the experience. And then she was just like, well, we really need somebody with a lot more experience. But she was just like, if I have something, I'll keep you in mind.

Lo and behold, she contacted me two years later and she was just like, "I don't know if you remember me." And I'm like, "Yes, I do remember you." She was just like, I have something for you. I just think that's one of the great things about LinkedIn is that you can still keep in contact with somebody that you just had initial contact with and you'd never think that you're going to reach out to them ever again or hear from them ever again. There is that sometimes where you do hear back from them. And I think that just makes the rest of the other times where I've been ghosted or the other times that I've been rejected. I think that just that one story just makes it worthwhile.

HF: That is so great. And it really is true. I've heard that, too, for people as well, applying for jobs that sometimes they've given up and they've moved on and then they hear something. And so I'm glad that you had that experience. And same thing, too, if you don't hear from somebody right away when you message them. I know a lot of people start taking it personally, but there are a lot of people who have profiles, but they aren't necessarily active or they're super busy or they just get too many messages. And so, it's likely nothing that you did. And you may hear from them later on.

Now, I mentioned in the intro that LinkedIn can also be helpful if you're wanting to do a side gig. Physicians out there listening, you may have the full time job, but maybe you want to do some expert witness work or get into a little telemedicine on the side or like you do, Angelica. You do freelance writing. Maybe someone wants to do some teaching. What are a few quick ways they could optimize their profile to get those keywords in there or give anyone looking at the profile that message?

AD: I think the biggest thing is having that all in your headline, because the headline is the one that catches everybody's eyes, because you can have the professional profile, you can have the picture, but the headline is the one that catches everybody's attention. If a side gig is something that you want to really focus on. I put, of course, your full time job. You can put that on your headline if you want to. But if you really want to focus on your side gig, definitely have that on your headline.



HF: And the headline is right below your name. If we don't customize it, LinkedIn just puts what your current job title is. But it is customizable. And you can put in whatever you want to be a keyword that's searchable. I think that's a fabulous suggestion.

Angelica, I have to ask you, because some physicians are wary of LinkedIn. They say I'm a private person or they're afraid they're going to put their profile up there and people are going to send hate messages, or if they post something, there's going to be all this Facebook kind of back and forth. And so, how would you describe the tone on LinkedIn?

AD: The tone on LinkedIn, I don't think if you post something, I don't think you're going to get that cancellation or the backlash that you would feel like you would get in, for example, Facebook or Instagram. I think for the most part, LinkedIn, it's mostly all professionals. I think if you don't post anything too negative, you're not going to get any backlash. If you're just posting about, for example, your job, I don't think that you're going to get any negative press.

HF: No, it's a very professional and supportive platform. I mean, yes, if you kind of go off on something, then you might, you might get some heated responses. But that's really just the exception. And I think the worst thing that could happen to someone on LinkedIn is they publish their profile and they don't get a ton of response. So, you don't have to be afraid that you just put yourself out there and bad things are going to happen. It's really a very safe space and really a wonderful resource.

AD: I agree.

HF: Well, is there anything, any last words you want to add? Anything we haven't really discussed that you think is worth mentioning?

AD: I say consider this, LinkedIn isn't just another social network. It could be for some, but for me, it helped me launch my career, open opportunities I never would have gotten



through other job boards. And I was able to network globally, not just through the US, globally, while still being my introvert itself.

If you find it really doesn't work for you, the least you have is, like you said, a professional online brand that doesn't really get a lot of responses, but if you find it does work for you, the possibilities are endless. You basically have nothing to lose and everything to gain. So I say, give it a shot. And you might be pleasantly surprised by some of the results.

HF: I love that you brought out that you're an introvert because it's a great way for introverts to network because you do it in your pajamas and you can control and manage everything. I think introverts make great networkers and so do extroverts. So if you feel like you're shy or timid, you just sit there at your computer and you type some things and Chat will help you and you're going to do a great job. I just want to thank you so much, Angelica, for coming on the podcast and congratulations with your career success.

AD: Thank you so much. I'm very excited that you had me on here.

HF: All right. Lovely to have you. And we'll put your LinkedIn profile in the show notes so people can have a look and potentially reach out.

AD: Thank you so much.

HF: All right, my dear listeners. So there you have it. There's so much more about LinkedIn than we can cover in this short podcast episode. But if you are interested in some help from the [LinkedIn for Physicians course](#), again, you can find it in the show notes. We have this 35% off special discount till the end of August 2025. And you can also go to the [doctorscrossing.com](http://doctorscrossing.com) website and at the courses tab and see a video about the course. And if you have any questions, don't hesitate to reach out to us at [team@doctorscrossing.com](mailto:team@doctorscrossing.com) and we'd be more than happy to help you.



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Podcast details

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