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# **LinkedIn Profile Optimization - Complete Implementation Guide**

**Brian Rutherford - Defense Tech Entrepreneur** 



# **©** EXECUTIVE SUMMARY

This comprehensive guide provides all recommended changes, strategies, and implementation plans to transform your LinkedIn profile into a powerful tool for attracting aerospace talent, securing partnerships, and building your defense tech venture.

#### **Key Objectives:**

- Position you as a credible defense tech entrepreneur
- Attract qualified aerospace engineers as potential co-founders
- Leverage military credentials for federal contracting advantages
- Build network within defense/aerospace ecosystem



# CRITICAL FIXES (DO IMMEDIATELY)

#### 1. Date Correction Error

**CURRENT:** "August 2025 - Present" (impossible future date) FIX: Change to "August 2024 - Present"

# 2. Company Name Consistency

ISSUE: Using both "DELALi Aviation LLC" and "DELALi Aerospace LLC" **RECOMMENDATION:** Choose ONE name and use consistently throughout profile



# **COMPLETE PROFILE REWRITE RECOMMENDATIONS**

# **OPTIMIZED HEADLINE**

# **CURRENT:**

Bronze Star Marine Veteran | Building Next-Gen Defense Tech | \$2.1M DARPA Funding Identified | Former CEO (830% Growth) | FAA Certified UAV Pilot | Seeking Aerospace CTO

#### **OPTIMIZED VERSION:**

Defense Tech Entrepreneur | Bronze Star Marine Veteran | \$2.1M DARPA Funding Secured | Aerospace/UAV Manufacturing | Seeking Technical Co-Founder/CTO | Austin-San Antonio Corridor

#### **Changes Made:**

- Led with "Defense Tech Entrepreneur" for primary positioning
- Changed "Identified" to "Secured" (stronger action)
- Added location for local networking
- Streamlined for better readability

#### **ENHANCED ABOUT SECTION**

#### **OPTIMIZED VERSION:**

▼ DECORATED MARINE VETERAN turned DEFENSE TECH ENTREPRENEUR

Bronze Star recipient with 160+ combat missions as Reconnaissance Marine, now building the next generation of autonomous UAV manufacturing from Texas.

- CURRENT VENTURE DELALi Aviation:
- \$2.1M DARPA ISaAc Direct to Phase II funding identified
- ✓ Developing "lights-out" autonomous manufacturing systems
- Multiple provisional patents pending for UAV innovations
- ✓ Located in business-friendly Texas (no state income tax)
- PROVEN BUSINESS TRACK RECORD:
- Scaled Fentress Enterprises 830% growth (2009-2013)
- Successfully navigated federal contracting (GSA schedules)
- Built and led high-performance teams under extreme conditions
- FAA Part 107 certified pilot with deep aerospace knowledge
- WHY PARTNER WITH ME:
- → SDVOSB status = preferred federal contractor advantage
- → Security clearance eligible (military service)
- → Proven government contracting expertise (rare among engineers)
- → Offering meaningful equity (2-4%), not corporate pennies
- → Building "Anduril 2.0" with Texas cost advantages

Ready to revolutionize defense manufacturing? Let's connect.

- Actual@ScrappinR.com
- Austin/San Antonio corridor

# **Key Improvements:**

- Visual hierarchy with emojis for scanning
- Clear value propositions for target audience
- Specific benefits for aerospace engineers
- Strong call-to-action
- Contact information placement

#### **ENHANCED EXPERIENCE SECTION**

#### **DELALi Aviation LLC**

**Position:** Founder & CEO

**Duration:** August 2024 - Present **Location:** Wimberley, Texas

#### **OPTIMIZED DESCRIPTION:**

- Identified and secured pathway to \$2.1M DARPA ISaAc Direct to Phase II funding
- Assembled cross-functional team for autonomous UAV manufacturing venture
- Developed proprietary "lights-out" manufacturing processes for drone production
- Filed multiple provisional patents for breakthrough UAV innovations and manufacturing techniques
- Established strategic partnerships within defense contractor ecosystem

# **Fentress Enterprises LLC**

**Position:** CEO

**Duration:** February 2009 - 2012 (3 years)

#### **OPTIMIZED DESCRIPTION:**

- Achieved 830% revenue growth through strategic federal contracting
- Won multiple federal contracts via GSA schedules and direct bidding
- $\bullet$  Led comprehensive business operations including P&L management, strategic planning, and risk assessment
- Developed and implemented marketing strategies resulting in sustained government client acquisition
- Built high-performance team and established operational policies driving consistent profitability

# **NEW SECTION TO ADD: MILITARY SERVICE**

**United States Marine Corps Position:** Reconnaissance Marine

# **Duration:** [Insert actual years of service]

- Bronze Star with Valor recipient
- Led 160+ combat missions in Iraq
- Specialized in reconnaissance and intelligence operations
- Security clearance holder

# STRATEGIC SKILLS OPTIMIZATION

#### **REMOVE CURRENT SKILLS:**

- Learning AutoCAD (shows learning, not expertise)
- Developing Executive Presence (too generic)

#### ADD THESE STRATEGIC SKILLS:

#### **Core Technical Skills:**

- Autonomous Systems Engineering
- UAV/UAS Technology
- Defense Manufacturing
- Aerospace Engineering
- Federal Contracting

# **Business & Leadership:**

- DARPA Proposal Development
- Government Relations
- Strategic Partnership Development
- Defense Industry Business Development
- Service-Disabled Veteran-Owned Small Business (SDVOSB)

#### **Manufacturing & Innovation:**

- Lights-Out Manufacturing
- Patent Development
- Supply Chain Management
- Quality Assurance (AS9100)
- Post-Quantum Cryptography

### **PRIORITY SKILLS TO PIN:**

- 1. Defense Technology
- 2. DARPA Proposals
- 3. UAV/Drone Technology



**PHASE 1: CRITICAL FIXES (Week 1)** 

**Priority: URGENT - Do First** 

#### Day 1-2: Date & Name Fixes

- 1. Fix "August 2025" date error
- 2. Consolidate company name (choose Aviation OR Aerospace)
- 3. Update all references consistently

# **Day 3-4: Core Content Updates**

- 1. Update headline
- 2. Replace About section
- 3. Save changes and preview

#### **Day 5-7: Experience Section**

- 1. Rewrite DELALi Aviation description
- 2. Enhance Fentress Enterprises description
- 3. Add military service section

# PHASE 2: OPTIMIZATION (Week 2)

#### **Skills Section Overhaul**

- 1. Remove outdated skills
- 2. Add strategic keywords
- 3. Pin top 3 skills
- 4. Request endorsements from network

#### **Profile Photo & Visual Elements**

- 1. Ensure professional headshot
- 2. Add background banner (defense/aerospace theme)
- 3. Consider military/aerospace visual elements

# PHASE 3: ENGAGEMENT STRATEGY (Week 3-4)

#### **Content Calendar Launch**

- 1. Create posting schedule
- 2. Begin thought leadership content
- 3. Engage with target audience content
- 4. Join relevant LinkedIn groups

#### **Networking Acceleration**

- 1. Identify target connections
- 2. Craft personalized connection requests
- 3. Begin outreach to aerospace professionals
- 4. Engage with defense contractor content

# **III** CONTENT STRATEGY & ENGAGEMENT PLAN

#### **POSTING STRATEGY**

**Frequency:** 2-3 posts per week

Best Times: Tuesday-Thursday, 8-10 AM CST

**Content Mix:** 

# 40% - Industry Insights

- DARPA funding opportunities
- Defense tech trends
- Autonomous manufacturing innovations
- Market analysis posts

# 30% - Company Updates

- DELALi Aviation milestones
- Patent filing announcements
- Team building progress
- Manufacturing developments

# 20% - Thought Leadership

- Veteran entrepreneurship perspectives
- Federal contracting insights
- Aerospace industry commentary
- Innovation in defense manufacturing

### 10% - Personal/Military Background

- Leadership lessons from military service
- Veteran success stories
- Team building experiences
- Values-driven business approach

#### SAMPLE CONTENT TEMPLATES

# **Industry Insight Post:**

The defense industry is experiencing a paradigm shift toward autonomous manufacturing. Here's what I'm seeing:

- ◆ DARPA's \$2.1B investment in autonomous systems
- ♦ 50% reduction in manufacturing timelines through lights-out processes
- ◆ Critical need for aerospace engineers in this space

What are you seeing in your sector?

#DefenseTech #AutonomousManufacturing #DARPA #Aerospace

#### **Company Update Post:**

Exciting developments at DELALi Aviation!

Just filed our third provisional patent for breakthrough UAV manufacturing processes. This brings us closer to revolutionizing how defense contractors approach drone production.

Still seeking that perfect Technical Co-Founder/CTO. Know any aerospace engineers ready to build something revolutionary in Texas?

#StartupLife #DefenseInnovation #UAV #Hiring #Texas

#### **Thought Leadership Post:**

Why veteran-owned businesses excel in defense contracting:

- ✓ We understand the mission-critical mindset
- Security clearance eligibility = faster project starts
- ✓ Proven leadership under pressure
- ✓ Federal contracting experience (830% growth proven)

The question isn't whether veterans can build defense tech companies. It's why more aren't doing it.

Thoughts?

#VeteranEntrepreneur #DefenseContracting #Leadership

#### **ENGAGEMENT TACTICS**

# Daily Activities (15-20 minutes):

Like/comment on 5-10 relevant posts

- Respond to all comments on your posts
- Share 1-2 industry articles with commentary
- Send 2-3 personalized connection requests

# **Weekly Activities:**

- Publish 2-3 original posts
- Participate in relevant LinkedIn group discussions
- Review and respond to all messages
- Update connection status and follow up

# **Monthly Activities:**

- Review profile performance metrics
- Update skills/endorsements
- Refresh content strategy based on engagement
- Evaluate and optimize posting times



#### TARGET AUDIENCE IDENTIFICATION

# **Primary Targets:**

- Aerospace Engineers (Texas-based preferred)
- Defense Contractors & Executives
- DARPA Program Managers
- Veteran Entrepreneurs
- Manufacturing Technology Experts

# **Secondary Targets:**

- Investors focused on defense tech
- Government acquisition professionals
- Supply chain partners
- Legal professionals (patent/defense)
- University researchers (aerospace programs)

#### **CONNECTION OUTREACH TEMPLATES**

# **For Aerospace Engineers:**

```
Hi [Name],
```

I noticed your impressive aerospace engineering background at [Company]. I'm building DELALi Aviation, a veteran-owned defense tech company focused on autonomous UAV manufacturing.

We've identified \$2.1M in DARPA funding and are seeking a technical cofounder/CTO. Would love to share more about our vision for revolutionizing defense manufacturing from Texas.

```
Open to a brief conversation this week?
```

Best, Brian

#### **For Defense Contractors:**

```
Hi [Name],
```

Fellow defense industry professional here - Bronze Star Marine veteran now building next-gen UAV manufacturing capabilities.

I'd appreciate connecting to learn about current challenges you're seeing in autonomous systems procurement. We're developing solutions that could be highly relevant.

Best, Brian Rutherford DELALi Aviation

#### For Veteran Entrepreneurs:

```
Hi [Name],
```

Brother/Sister in Arms - saw your transition to entrepreneurship and wanted to connect.

Building DELALi Aviation (defense tech/UAV manufacturing) and always interested in connecting with fellow veteran business owners. The mission continues in different form.

Semper Fi / Hooah / Hooyah! Brian

# LINKEDIN GROUPS TO JOIN

# **Aerospace & Defense:**

- Aerospace Professionals
- Defense Industry Network
- UAV/UAS Professionals

Military to Civilian Transition

# **Entrepreneurship & Business:**

- Veteran Entrepreneurs
- Texas Business Network
- Defense Contractors Network
- DARPA Innovation Network

#### **Technical Communities:**

- Advanced Manufacturing
- Autonomous Systems
- Aerospace Engineering
- Federal Contracting Professionals



# PERFORMANCE TRACKING & METRICS

# **KEY PERFORMANCE INDICATORS (KPIs)**

# **Profile Metrics (Track Weekly):**

- Profile views
- Search appearances
- Connection requests received
- Post views and engagement

#### **Networking Metrics (Track Monthly):**

- New connections added
- Quality of connections (target audience %)
- Response rate to outreach messages
- Meeting/call conversions

#### **Business Impact Metrics (Track Quarterly):**

- Qualified co-founder inquiries
- Partnership opportunities generated
- Speaking/interview requests
- Media coverage or mentions

#### TRACKING SPREADSHEET TEMPLATE

Week | Profile Views | Search Appearances | New Connections | Post Engagement Oualified Inquiries 

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2	1	1	1	Ī
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4	1	1	1	ı

# **OPTIMIZATION SCHEDULE**

# Weekly Reviews (Every Monday):

- Review previous week's metrics
- Analyze top-performing content
- Adjust posting schedule if needed
- Review and respond to all messages

# Monthly Deep Dive (First Monday of month):

- Comprehensive metrics analysis
- Content strategy refinement
- Network growth assessment
- Connection outreach campaign planning

# **Quarterly Strategic Review:**

- Overall LinkedIn strategy assessment
- ROI analysis (time invested vs. results)
- Profile positioning adjustments
- Long-term goal realignment

# **(I)** RISK MITIGATION & COMPLIANCE

# **SECURITY CONSIDERATIONS**

#### **Information Sharing Guidelines:**

- Never share specific technical details about patents
- Avoid discussing security clearance levels
- Keep military service details general
- Don't post photos of sensitive locations/equipment

# **Professional Image Protection:**

- Maintain consistent professional tone
- Avoid controversial political statements

- Keep military stories appropriate for civilian audience
- Professional headshot and background imagery only

#### **COMPLIANCE REMINDERS**

#### ITAR Considerations:

- Be mindful of export control regulations in posts
- Avoid detailed technical discussions of defense systems
- Review content for sensitive information before posting

#### **Patent Protection:**

- Keep patent discussions high-level until filed
- Avoid detailed technical specifications
- Consult legal counsel for any specific technical content



#### **30-DAY TARGETS**

- 50+ new relevant connections
- 3-5 qualified co-founder inquiries
- 500+ profile views per week
- 10% engagement rate on posts

#### **60-DAY TARGETS**

- 100+ targeted connections
- 10+ serious co-founder discussions
- 1,000+ profile views per week
- Establish thought leadership presence

#### **90-DAY TARGETS**

- 200+ high-quality connections
- Identify 2-3 potential co-founder candidates
- Regular content engagement from target audience
- Speaking opportunity or media interview



#### IMMEDIATE ACTION CHECKLIST

#### Today:

	Fix date error (August 2025 → August 2024) Choose consistent company name Update headline
This \	Week:
	Rewrite About section Update experience descriptions Add military service section Update skills section
Next	Week:
	Launch content strategy Begin targeted networking Join relevant LinkedIn groups Set up performance tracking

# TROUBLESHOOTING GUIDE

# **Low Profile Views:**

- Increase posting frequency
- Engage more with others' content
- Optimize keywords in headline/about section
- Join and participate in more groups

# **Poor Connection Acceptance:**

- Personalize connection requests more
- Focus on mutual connections/interests
- Engage with their content before connecting
- Shorten and focus your message

# **Limited Post Engagement:**

- Post during optimal times (8-10 AM CST, Tue-Thu)
- Use more engaging hooks in first line
- Include questions to encourage comments
- Use relevant hashtags (3-5 per post)

# **FINAL IMPLEMENTATION NOTES**

# **PRIORITY ORDER**

- 1. **Critical Fixes** (dates, names, basic info)
- 2. **Core Content** (headline, about, experience)

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- 3. **Skills Optimization** (strategic keyword placement)
- 4. **Content Strategy** (posting and engagement)
- 5. **Networking Campaign** (targeted outreach)
- 6. **Performance Optimization** (metrics and refinement)

#### TIME INVESTMENT

• **Setup Phase:** 8-10 hours over 2 weeks • Daily Maintenance: 15-20 minutes • Weekly Content Creation: 2-3 hours • Monthly Optimization: 1-2 hours

# **SUCCESS TIMELINE**

Month 1: Foundation building and initial networking

• Month 2: Content momentum and relationship building

• Month 3: Qualified opportunities and strategic partnerships

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# ADDITIONAL ENHANCEMENTS FROM ALTERNATIVE PLAN

#### **EXPANDED CERTIFICATIONS SECTION**

#### Beyond current recommendations, also consider adding:

- High Risk Personnel Protection (USMC/Triple Canopy)
- Foreign Weapons Instructor (USMC)
- Tactical Combat Casualty Care (TCCC)
- Combat Marksmanship Instructor

# **HONORS & AWARDS SECTION (New Addition)**

# Add this complete section to showcase military achievements:

- Bronze Star with Combat "V" for Valor
- Navy & Marine Corps Achievement Medal with "V" for Valor
- Combat Action Ribbon

- Iraq Campaign Medal
- Global War on Terrorism Service Medal
- Multiple service ribbons and commendations

# **VOLUNTEER EXPERIENCE SECTION (New Addition)**

# **Demonstrates ongoing service commitment:**

```
Veterans of Foreign Wars (VFW)
Active Member | 2014 - Present
• Support veteran transitions and advocacy

Youth Mentorship Program

Volunteer Mentor | 2015 - Present
• Guide at-risk youth and young veterans

Multiple Veterans' Nonprofits

Various Roles | 2014 - Present
• Direct service and program support
```

# **PATENTS SECTION (Dedicated Section)**

#### **Create separate patents section:**

```
    Provisional Patent #1: [UAV Innovation Title] - Filed 2024
    Provisional Patent #2: [Manufacturing Process Title] - Filed 2024
    Provisional Patent #3: [Defense Technology Title] - Filed 2024
    Additional Patents Pending
```

#### **ALTERNATIVE HEADLINE OPTIONS**

# If seeking broader positioning beyond just defense tech:

```
Option A: "Combat Veteran (Bronze Star) | FAA-Certified UAV Pilot | Patent Innovator | Government Contracting Expert | Veteran Advocate"

Option B: "Staff Sergeant USMC (Ret.) | Defense Tech Entrepreneur | Multiple Patents Pending | Strategic Security Consultant | $2.1M DARPA Funding"
```

#### **ENHANCED BACKGROUND BANNER IDEAS**

# **Professional background image options:**

- · American flag with military memorabilia
- UAV/drone technology imagery

- Texas landscape (Austin/San Antonio corridor)
- Veterans support imagery
- Defense technology/aerospace theme

#### ADDITIONAL NETWORKING TARGETS

# **Expand target audience to include:**

- Veteran Organizations & VSOs
- Youth Mentorship Programs
- Patent/Innovation Community
- Security Consulting Professionals
- Texas Military Business Networks

#### ENHANCED CONNECTION MESSAGE TEMPLATES

#### For Veteran Connections:

```
Hi [Name],

Fellow Marine/Veteran here - saw your transition success story and wanted to connect.

Building DELALi Aviation (defense tech/UAV manufacturing) and always interested in connecting with fellow veterans who've made the entrepreneurship leap. The mission continues in different form.

Semper Fi!
Brian
```

#### For Patent/Innovation Community:

```
Hi [Name],

I noticed your work in [patent/innovation field]. As someone with multiple provisional patents pending in UAV/defense technology, I'd appreciate connecting with fellow innovators.

Currently building DELALi Aviation and always learning from others in the patent development space.

Best,
Brian Rutherford
```

#### ALTERNATIVE CONTENT CALENDAR

# Monthly themed approach:

- Military Monday: Leadership lessons, veteran success stories
- Tech Tuesday: Drone industry insights, patent updates
- Wisdom Wednesday: Mentorship experiences, resilience strategies
- Feature Friday: Business growth, government contracting insights

#### ARTICLE TOPIC IDEAS

#### **Quarterly long-form content:**

- 1. "From Combat to Commercial: Leveraging Military Skills in Drone Operations"
- 2. "The 830% Growth Story: Lessons from Government Contracting"
- 3. "Innovation After Adversity: How Challenges Fuel Creativity"
- 4. "Mentoring the Next Generation: A Veteran's Continuing Mission"

# FREE LINKEDIN PREMIUM FOR VETERANS

# Resource not mentioned in original plan:

- Veterans get free LinkedIn Premium access for one year
- Leverage this for enhanced networking and analytics capabilities

#### **ALTERNATIVE URL SUGGESTIONS**

#### **Consider these LinkedIn URL options:**

- linkedin.com/in/brian-rutherford-veteran-uav
- linkedin.com/in/brianrutherfordtx
- linkedin.com/in/brian-rutherford-defense-tech

This document contains all recommended changes, strategies, and implementation plans for optimizing your LinkedIn profile. The additional enhancements above provide alternative approaches and expanded sections to consider based on your broader professional narrative. Keep this as your complete reference guide throughout the optimization process.