

LinkedIn All-Star Profile & Content Strategy

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Generated: 08 June 2026 | Tool: consultancydd.com/tools/pvp/ | 2,806 words

LinkedIn Profile Copy	Growth Activation
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■ All-Star Profile optimised for NQ civil contractor search visibility

This document delivers ready-to-paste LinkedIn copy across all profile sections — headline, about, featured strategy, experience, and skills — plus three recommendation request scripts and a full 4-week content calendar. Profile is benchmarked for Tier 1 procurement search terms and the Houghton River Floodplain project pipeline. Deploy sequentially: profile first, content second.

WORD COUNT SUMMARY			
Part 1	LinkedIn Profile Copy	1,487	53.0%
Part 2	Growth Activation	1,319	47.0%
TOTAL		2,806	100%

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Part 2	Growth Activation	Recommendation request scripts (3) · 4-week content calendar · Algorithm tips

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PART

LinkedIn Profile Copy

Ready-to-paste copy for all profile sections — optimised for NQ civil contractor search

1. PRIMARY SEARCH KEYWORDS

5 keywords for maximum profile visibility — use these terms throughout your headline, about section, experience, and skills.

★ Civil Contractor Townsville	★ NQ Earthworks Contractor
★ Civil Superintendent North Queensland	★ Drainage Contractor Townsville
★ Road Maintenance Contractor NQ	

2. HEADLINE

Formula: Role | Differentiator | Client Context | Location — max 220 characters

Option A	★ RECOMMENDED — next 6 months	119 characters
Owner, Redstone Civil NQ Earthworks, Drainage & Road Maintenance \$620K Bohle Plains Package Completed Early Townsville		
Strongest for subcontractor search		120 characters
NQ Civil Contractor Owned Plant & Local Crew Earthworks, Drainage & Road Maintenance Townsville, North Queensland		
Best if targeting Tier 1 superintendent roles (switch when Cert IV WHS enrolled)		116 characters
Civil Owner-Operator & Site Superintendent NQ Earthworks, Drainage & Road Maintenance Tier 1 Ready Townsville		

Deployment note: Use Option A for the next 6 months. Switch to Option C once your Certificate IV WHS is enrolled and superintendent conversations with Tier 1 procurement contacts are underway. Your first LinkedIn action today: update to Option A.

3. ABOUT SECTION

I've built a civil earthworks business in North Queensland from one machine and a handshake to a seven-person team turning over \$2.4 million a year — without ever borrowing a cent to do it. That's not a pitch. That's just what happens when you show up every day and actually deliver the work.

Redstone Civil handles earthworks, drainage, road maintenance, and subdivision civil packages across North Queensland. I run owned plant — 12T and 20T excavators, grader, trucks, water truck, skid steer, and roller — with a direct local crew. No FIFO. No subcontracted gangs you've never met. When you hire Redstone Civil, you get me on site.

That matters because the clients I work with — Tier 1 head contractors, councils, developers, and infrastructure bodies — have been burned before by contractors who win the job then can't keep up with the program. I've delivered five consecutive council and government projects on time or early, with zero defect rectification on any of them. That's not luck. It's what happens when the business owner operates the site personally.

The project I'm most proud of: the **\$620,000 Bohle Plains Subdivision Stage 2 Earthworks** package for Cube Property Developments. Forty-two thousand cubic metres of cut and fill, subgrade preparation, stormwater drainage installation, and kerb subgrade — 14-week program, **completed one week early**. Clients who need that kind of result in North Queensland know how rare it is to find.

I'm now strengthening Redstone Civil's formal WHS and supplier documentation to support Tier 1 and government panel work, including the Haughton River Floodplain project pipeline. If you're a procurement manager, project director, or developer looking for a civil contractor in NQ who shows up, does the work, and calls you back the same day — I'm worth a conversation.

■ [Connect here or reach out directly to discuss upcoming packages.](#)

~1,820 characters — well within the 2,600 character limit. Add phone number or website URL at the end if desired.

4. FEATURED SECTION STRATEGY

1 Featured Item 1 — Project Showcase: Bohle Plains Subdivision Stage 2

What to feature: A one-page PDF capability summary of the Bohle Plains project — scope, volume, timeline, result, and one site photo. Upload as a document post or PDF link.

Why it works: Procurement managers look at Featured first. A named, dollar-valued, completed project with a specific outcome is the fastest trust signal available. It answers "Have they done this before?" before they've read a single word of your profile.

How to create it: Pull from the project evidence in your capability statement. Add one real site photo — finished earthworks or compacted subgrade. Keep it to one page. Export as PDF. Post to LinkedIn as a document post, then pin to Featured.

2 Featured Item 2 — Plant and Equipment List (LinkedIn Document Post)

What to feature: A clean, one-page plant register showing machine type, capacity, certification status, and mobilisation capability — something a procurement manager could screenshot and paste into a subcontractor evaluation form.

Why it works: Tier 1 prequalification checklists always ask about owned plant. Having this visible and scannable in your Featured section saves them a step — and signals you understand their process.

How to create it: A simple table: machine name, size/capacity, current certification, hire-ready status. Export as PDF. Post as a LinkedIn document, then pin to Featured.

3 Featured Item 3 — Client Outcome Quote or Strongest Project Post

What to feature: Once you have your first LinkedIn recommendation, screenshot or quote it as a post, or feature the recommendation directly. In the meantime, feature your strongest text post — ideally one that includes a project result, a lesson from 13 years in NQ civil, or a straight-talking observation about what separates reliable contractors from unreliable ones.

Why it works: Social proof from a named client contact is the single most trusted signal for a procurement officer who doesn't know you yet. A post that sounds like a real person saying something real about NQ construction cuts through the noise on any procurement manager's feed.

5. EXPERIENCE SECTION

CURRENT ROLE

Director / Owner | Redstone Civil Pty Ltd | January 2013 – Present | Townsville, QLD

- Founded Redstone Civil as a sole operator in 2013 and scaled to a 7-person direct workforce delivering \$2.4M annual revenue — self-funded entirely from project cash flow, with no external finance.
- Delivered the **\$620,000 Bohle Plains Subdivision Stage 2 Earthworks** package for Cube Property Developments — 42,000m³ cut/fill, subgrade preparation, stormwater drainage installation, and kerb subgrade across a 14-week program, completed one week ahead of schedule.
- Completed the **\$390,000 Jensen Drainage Channel Earthworks** project for North Queensland Water Infrastructure Corp on time — 1.8km of open drain channel works and 18,500m³ bulk excavation.
- Delivered the **\$280,000 Mount Louisa Road Pavement Maintenance** project for Townsville City Council on time — 4.2km re-sheeting, table drain reconstruction, compaction to 98% MDD, and line marking. Repeat client engagement.
- Operate a self-owned civil plant fleet including 12T and 20T excavators, grader, trucks, water truck, skid steer, and 8.3T roller — enabling fast mobilisation on NQ civil packages without reliance on external plant hire or subcontracted operators.

PREVIOUS ROLE TEMPLATE	Civil Plant Operator / Senior Operator [Previous Employer] [Start Year]–[End Year]
• Operated heavy civil plant including excavators, graders, and rollers on [road construction / subdivision earthworks / drainage works] across North Queensland.	
• Developed NQ-specific site knowledge including wet season scheduling, tropical soil conditions, and local contractor network relationships built over [X] years of regional operations.	
• [Additional bullet: specific project, volume, or outcome from this period — e.g. "Contributed to [project type] delivering [result]."]	

6. SKILLS — TOP 20 FOR NQ CONTRACTOR SEARCH VISIBILITY

Grouped by category. Endorsement priority: ask your strongest client contacts to endorse skills marked ★ first — these are the exact terms a procurement manager will search.

Compliance and Licensing ★ Prioritise for endorsements first	
• QBCC Licence Holder ★	• Contractor Prequalification (CQMS Raize / Avetta)
• Workers Compensation Management	• Public Liability Insurance
• Site Induction Management	

Safety	
• WHS Management	• Safe Work Method Statements (SWMS)
• Site Safety Supervision	• Hazard Identification and Risk Assessment
• Incident Reporting and Investigation	

Technical Civil ★ High-search-value terms	
• Bulk Earthworks ★	• Civil Drainage Construction ★
• Road Maintenance and Rehabilitation ★	• Subgrade Preparation
• Compaction and Pavement Testing	• Excavator Operation (12T–100T)
• Grader Operation	• Subdivision Civil Works

Commercial ★ Endorsement priority	
• Civil Construction Project Management ★	• Subcontractor Management

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PART

Growth Activation

Recommendation request scripts · 4-week content calendar · Algorithm strategy

7. RECOMMENDATIONS — REQUEST SCRIPTS

Send via LinkedIn message after a completed project — not before. Three scripts below for different relationships.

(a) Client or Head Contractor Project Manager

Best sent after project completion. Most powerful for Tier 1 procurement visibility.

Hi [Name],

Really appreciate the opportunity to work with [company] on [project name]. We're proud of how it came together.

I'm building out my LinkedIn profile to support some bigger Tier 1 and government panel work Redstone Civil is targeting over the next 12 months, and a recommendation from someone like you would carry real weight with the procurement managers I'm trying to reach.

If you're open to it, it would mean a lot if you could speak to a few things you personally observed on the job:

- How we managed the programme and whether we delivered on time
- The communication and documentation side — how easy we were to deal with
- Whether you would use Redstone Civil again on a future NQ package

No pressure at all — and if you'd like me to draft a few notes for you to adapt, happy to do that. Either way, genuinely grateful for the work.

Thanks, Mark

(b) Subcontractor or Supplier

Best for someone who has supplied materials, testing, or operated alongside you.

Hi [Name],

Good working with you on [project/context]. Hope things are tracking well at your end.

I'm putting some more effort into my LinkedIn presence — mainly to get Redstone Civil in front of more Tier 1 procurement teams and government panels in NQ. A recommendation from someone who has worked alongside us on site would really strengthen the profile.

If you're up for it, it would help most if you mentioned:

- What it's like working with Redstone Civil on site day-to-day — reliability, communication, safety culture
- How the business handles the practical side of NQ civil work — mobilisation, wet season, site conditions
- Whether you'd recommend us to someone looking for an NQ civil contractor

Happy to return the favour if you ever want one from my end.

Cheers, Mark

(c) Industry Peer or Colleague

Someone who knows your reputation in the NQ contractor community — a fellow operator, RTO contact, or industry body member.

Hi [Name],

Hope you're going well. Wanted to reach out because I'm putting some work into my LinkedIn profile — mainly to position Redstone Civil properly as we go after bigger Tier 1 and government panel opportunities in NQ.

A recommendation from someone who knows the NQ civil sector and knows how I operate would add real credibility.

If you're comfortable, the things that would resonate most with the procurement contacts I'm targeting are:

- Your honest take on the standard of work and professionalism Redstone Civil brings to NQ civil projects
- How the business compares to other contractors in the region — particularly around reliability and local knowledge
- Whether you'd put our name forward to a head contractor or council looking for a civil sub in NQ

Genuinely appreciate it — and happy to do the same for you anytime.

Thanks, Mark

8. CONTENT STRATEGY — 4-WEEK STARTER CALENDAR

3 posts per week · 12 posts total · Post types: Text (T) | Image with caption (I) | Document/carousel (D) · Post at 7:00–8:30am AEST for maximum reach

WEEK 1 — Establish Who You Are**Post 1 — Monday***Type: Text + 1 photo*

Hook: 13 years ago I started Redstone Civil with one machine, one job, and no employees. Here's what \$2.4 million in annual revenue actually looks like from the inside.

Angle: Founder story — honest, direct, no hype. How you went from sole operator to 7-person business without a bank loan. End with what you've learned about staying lean in NQ civil.

#NQCivil #NorthQueensland #CivilConstruction #Townsville #TradesInBusiness

Post 2 — Wednesday*Type: Image (site photo)*

Hook: This is what 42,000 cubic metres of cut and fill looks like. Bohle Plains Subdivision Stage 2 — completed one week early.

Angle: Project showcase. Describe the scope briefly (numbers are your credibility). One real site photo — earthworks in progress or finished subgrade. Let the result speak.

#Earthworks #CivilContractor #NQInfrastructure #Townsville #SubdivisionWorks

Post 3 — Friday*Type: Text*

Hook: There's one question NQ procurement managers ask before they look at anything else. It's not about your price.

Angle: Short practical post about what Tier 1 procurement actually checks first (compliance docs, licence category, prequalification portals). Position yourself as someone who understands their world. End: "We make that process easy."

#CivilContractor #Procurement #NQConstruction #Townsville #Subcontractor

WEEK 2 — Demonstrate Technical Credibility**Post 4 — Monday***Type: Text*

Hook: Most FIFO project managers don't find out what the NQ wet season does to a programme until they're already behind it.

Angle: Practical post on wet season scheduling — what it does to earthworks, drainage, and road maintenance timelines, and how a local operator plans around it. This is your expert positioning post.

#NQWetSeason #CivilEngineering #NorthQueensland #EarthworksContractor #ProjectManagement

Post 5 — Wednesday*Type: Document (PDF — plant list)*

Hook: Here's what we bring to site. No hire company. No waiting.

Angle: Share your plant list as a LinkedIn document post. One page, clean format. Let procurement managers see exactly what's in the fleet. End with your mobilisation timeframe for NQ packages.

#CivilContractor #PlantHire #NQCivil #Townsville #Excavator

Post 6 — Friday*Type: Image*

Hook: 98% MDD. Every time. This is what compaction to specification looks like on a council road maintenance package.

Angle: Behind-the-scenes on your quality standard. Photo of compacted surface or roller on deck. Brief technical explanation a project manager would appreciate. Ends: "Five consecutive projects. No defect rectification."

#RoadMaintenance #Compaction #CivilConstruction #QualityAssurance #NQContractor

WEEK 3 — Build Local Authority	
Post 7 — Monday	Type: Text
Hook: The Haughton River Floodplain project is the biggest civil opportunity in North Queensland in a generation. Here's what it means for local contractors.	
Angle: Brief, factual post on the NQ infrastructure pipeline — why local contractors are better positioned than FIFO operators for packages under \$5M, and what it takes to get on a Tier 1 supplier panel. Educating, not boasting.	
#HaughtonPipeline #NQInfrastructure #NorthQueensland #CivilContractor #Townsville	
Post 8 — Wednesday	Type: Image (team/site photo)
Hook: Local crew. Local knowledge. Local accountability.	
Angle: A short post about what owner-operated really means. Team on site. Named machines. The fact that clients get you — not a supervisor relaying your instructions. One real photo: your team, your plant, your site.	
#NQCivil #LocalContractor #Townsville #CivilConstruction #OwnerOperator	
Post 9 — Friday	Type: Text
Hook: I've seen small NQ contractors lose Tier 1 work before a phone call ever happened. Here's the paperwork gap that kills it.	
Angle: Practical, generous advice post — what compliance documentation Tier 1s check (CQMS Raize, WHS, licence category). You're sharing knowledge that positions you as an insider. Ends with: "Redstone Civil has this sorted."	
#NQContractor #Prequalification #CQMSRaize #CivilConstruction #Townsville	

WEEK 4 — Convert Visibility to Credibility	
Post 10 — Monday	Type: Document (project summary PDF)
Hook: Here's the full breakdown of the Bohle Plains Subdivision Stage 2 project — what we delivered, how we delivered it, and what it means for similar packages.	
Angle: Pin your Bohle Plains project summary document. This is your proof post — the one a procurement manager could screenshot and paste into an internal email. Numbers, scope, timeline, result.	
#EarthworksContractor #Townsville #NQCivil #SubdivisionEarthworks #CivilContractor	
Post 11 — Wednesday	Type: Text
Hook: A client rang me back about a job I hadn't quoted yet. Said they'd heard my name from two different contractors on site. That's the only marketing that actually works in NQ civil.	
Angle: Honest post about referral and reputation in a regional market. How word-of-mouth operates differently in NQ than in Brisbane. What it takes to build a name that travels. Genuine, not promotional.	
#NQCivil #Reputation #CivilConstruction #NorthQueensland #Townsville	
Post 12 — Friday	Type: Text + call to action
Hook: If you're a procurement manager, project director, or developer working on civil packages in North Queensland — here's what working with Redstone Civil actually looks like.	
Angle: Direct, plain-language summary of your value proposition. What you do, who you do it for, what you bring that others don't. Three specific project results. End with a genuine CTA: "If you've got a package coming up in NQ, I'm worth a call."	
#CivilContractor #NQInfrastructure #Townsville #EarthworksContractor #NorthQueensland	

Algorithm and engagement tips:

Posting rhythm: Monday / Wednesday / Friday at 7:00–8:30am AEST — highest engagement window for Australian construction and infrastructure audiences.

Reply fast: Reply to every comment within 2 hours of posting. LinkedIn's algorithm reads early engagement velocity as a quality signal and extends reach significantly. Even a two-word reply counts.

Engage beyond your own posts: Spend 10 minutes per day commenting on posts from Tier 1 project managers, NQ infrastructure accounts, and Master Builders Queensland. Genuine comments, not emoji reactions. This gets your name in front of procurement contacts' feeds before they've searched for you.

Your first LinkedIn action today: Update your headline to Option A. Everything else builds from there.