

COLLABORATION.AI

Digital Footprint Assessment

# CHANGE REPORT

Bonnie Evangelista



## ABOUT

The following is a report on your digital footprint. How you appear digitally is important because people are now Googling you before meetings or making decisions on vendors from what they find online.

## COACH

If you believe you have data that did not show up, you will need to review your security settings on the different platforms to see what is open public information that Google has access to and then after making the recommended changes ask a Digital Coach to run the report again.

## SEARCH

What Google is finding is in the center section of this page and shows the Google search results for your name and company name. You could see different results on Google on your own computer because we use an unfiltered/clean search for web and image.

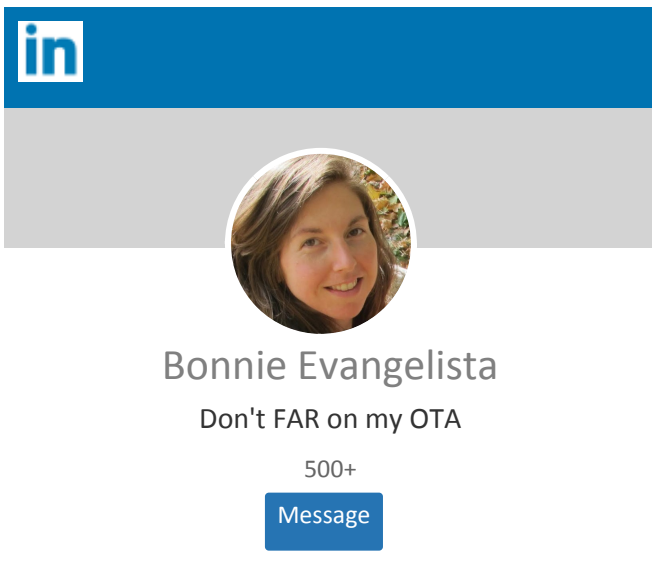
## SEO

The SEO Word Cloud is created from publicly available data connected to your name and company name. A more detailed look at these words is found further in the document.


# OVERVIEW

BONNIE EVANGELISTA

The following pages are designed to help you understand what a Google search and your social profiles reveal about you.



**in**



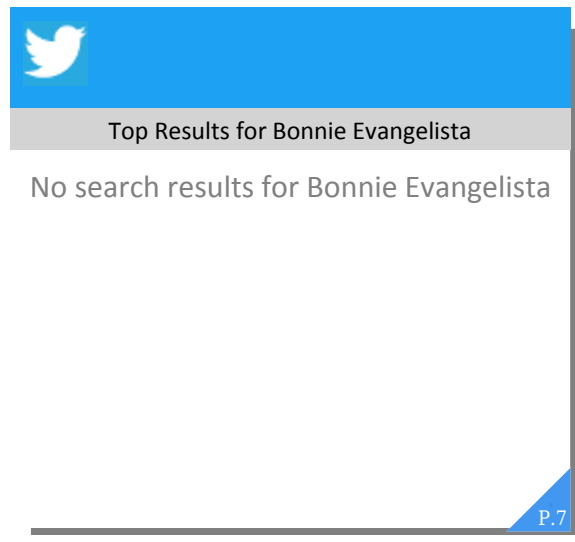
**Bonnie Evangelista**  
Don't FAR on my OTA  
500+  
Message

Experienced Acquisition and Contracting Professional with expertise gained while supporting Federal Civilian and Department of Defense agencies for 14 years. Fluent in Federal Government program management, acquisition life-cycle, and cradl...

**Experience**

- Tradewind Execution Lead**  
DoD Chief Digital and Artificial Intelligence Office  
Jun 2022 - Present 1 year
- Small Business Owner**  
Woodlawn Press Winery  
Jul 2019 - Present 3 years 11 months
- Senior Procurement Analyst**  
DoD Joint Artificial Intelligence Center  
May 2021 - Jul 2022 1 year 3 months

P.5

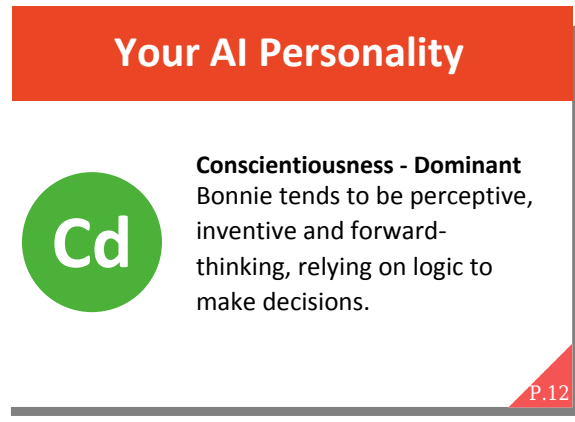


**Top Results for Bonnie Evangelista**  
No search results for Bonnie Evangelista

P.7



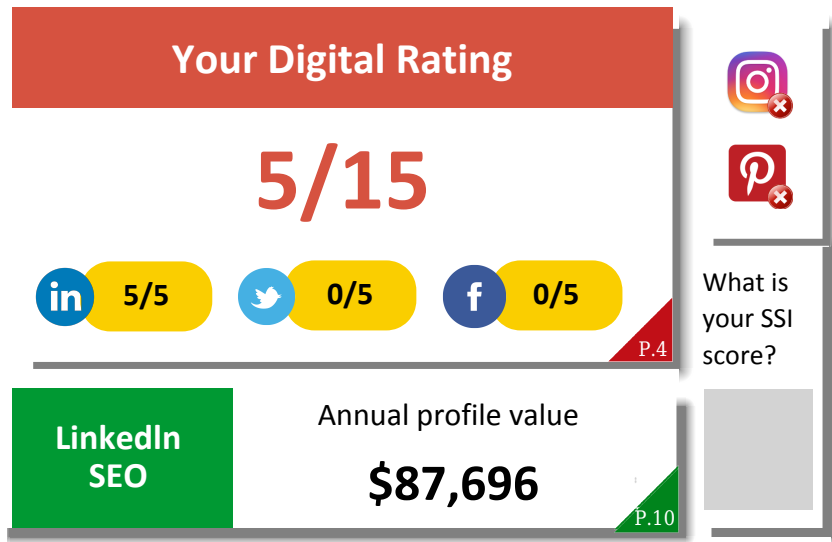
**Top Results for Bonnie Evangelista**  
RESULT TYPE  
Top Results No search results for Bonnie Evangelista  
People  
Pages  
Places  
Groups  
Apps  
Events



**Your AI Personality**

**Cd**  
**Conscientiousness - Dominant**  
Bonnie tends to be perceptive, inventive and forward-thinking, relying on logic to make decisions.

P.12



**Your Digital Rating**

**5/15**

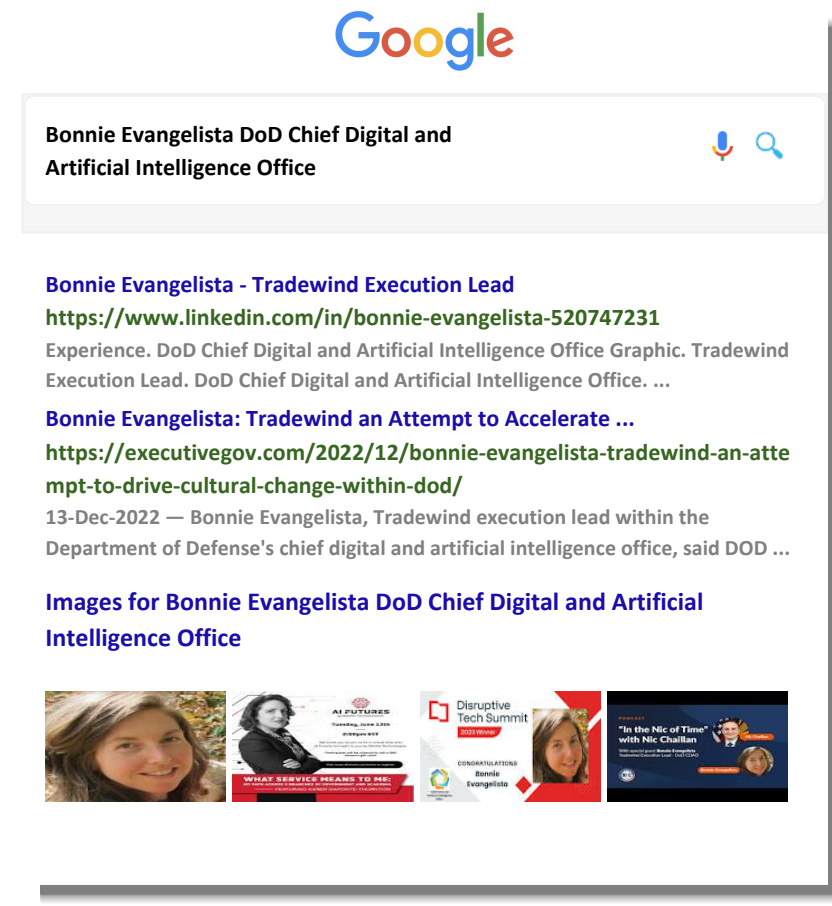
in 5/5    t 0/5    f 0/5

Annual profile value  
**\$87,696**

LinkedIn SEO    P.4    P.10



What is your SSI score?




**Google**

**Bonnie Evangelista DoD Chief Digital and Artificial Intelligence Office**

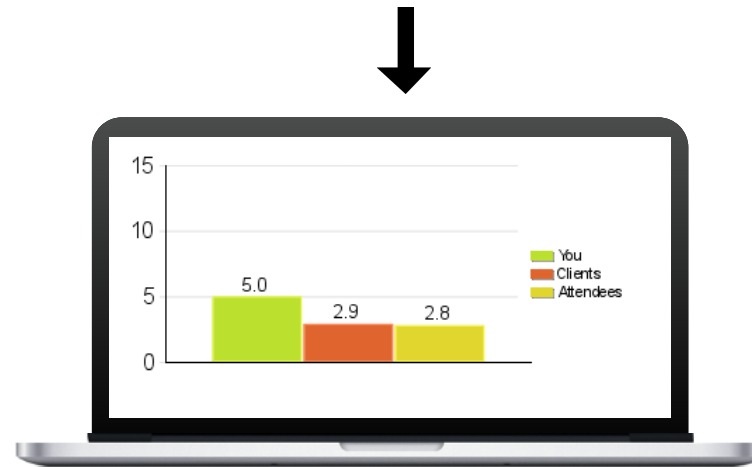
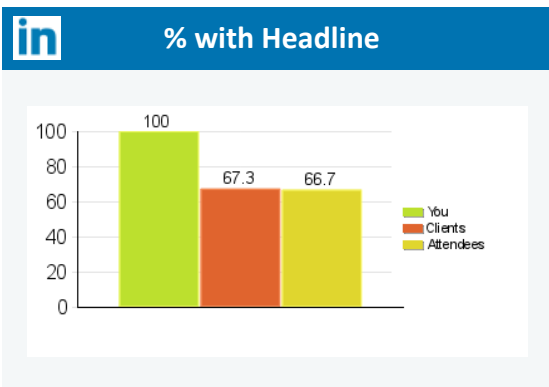
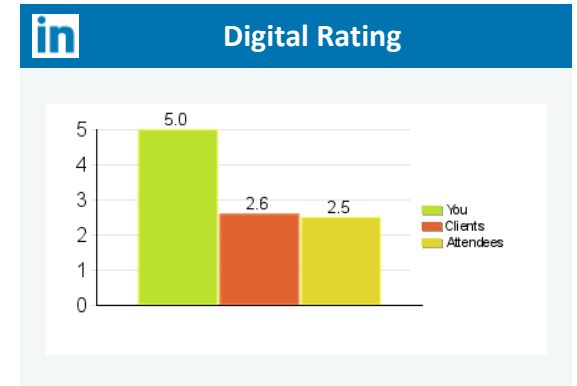
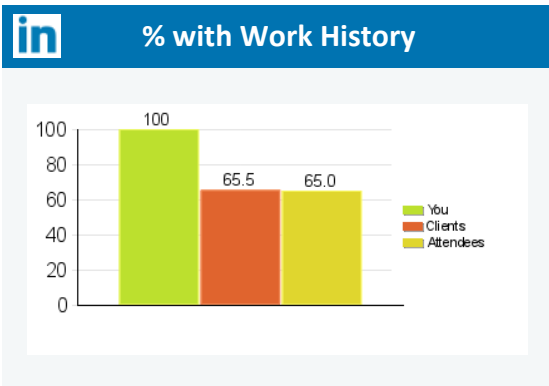
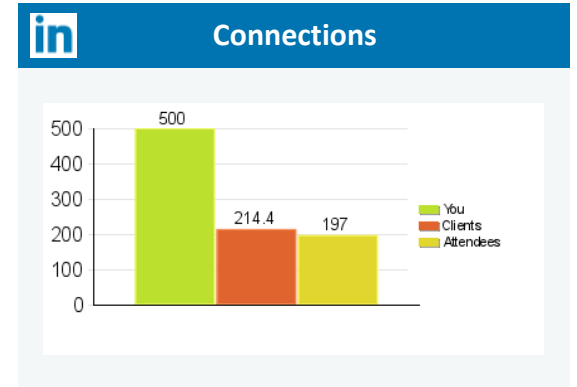
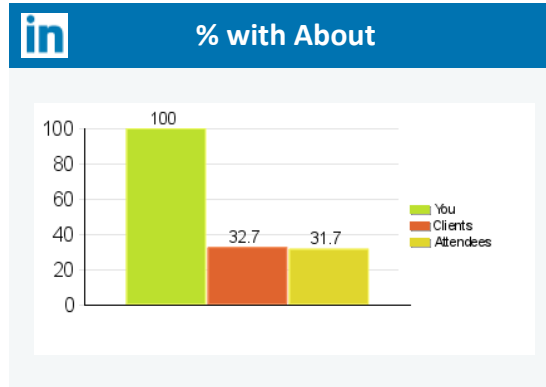
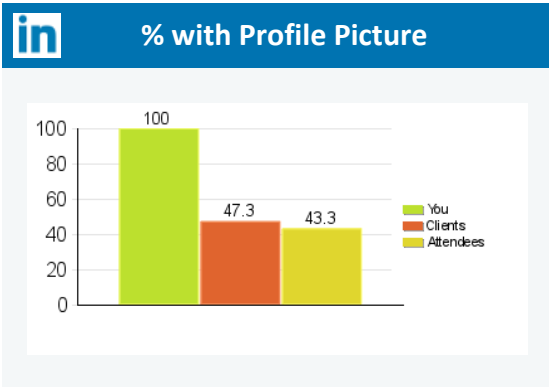
**Bonnie Evangelista - Tradewind Execution Lead**  
<https://www.linkedin.com/in/bonnie-evangelista-520747231>  
Experience. DoD Chief Digital and Artificial Intelligence Office Graphic. Tradewind Execution Lead. DoD Chief Digital and Artificial Intelligence Office. ...

**Bonnie Evangelista: Tradewind an Attempt to Accelerate ...**  
<https://executivegov.com/2022/12/bonnie-evangelista-tradewind-an-attempt-to-drive-cultural-change-within-dod/>  
13-Dec-2022 — Bonnie Evangelista, Tradewind execution lead within the Department of Defense's chief digital and artificial intelligence office, said DOD ...

**Images for Bonnie Evangelista DoD Chief Digital and Artificial Intelligence Office**



# LINKEDIN COMPARISON



**Note:** The percentages and values on this page are based on publicly available profile data. You, your Customers may have public data settings turned on or off based on personal preference which limit the data visitors can see. Public settings should be set appropriately, so please talk to a digital coach for advice.

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# PROFILE RECOMMENDATIONS



## ADD A LINKEDIN CUSTOM BACKGROUND

On LinkedIn, you can add a picture as a background on your profile page. Think about something simple that connects you visually with your firm or what you consider your thought leadership area. This will increase the chance of your story being understood.

## ADD DETAIL TO YOUR LINKEDIN HEADLINE

We suggest you change or add to your headline as this is an important field for search engines. Tell the world what you do by being specific with keywords. Avoid general terms. Think about the words people would use to find you on Google. You can use up to 220 characters and we recommend filling this space.

## ADD DETAIL TO YOUR LINKEDIN ABOUT

Think about adding more detail related to your "Famous 4" - professional, thought leadership, personal and legacy. Create an engaging personal narrative about how you arrived in your current role. People, especially potential buyers are at least as interested in the "Why" as the "What" - it is where trust begins. Make sure the first few sentences are engaging enough to encourage the reader to keep reading. Think about the most important keywords you need to include to be found in Google and LinkedIn searches; what words are your clients and key influencers using to search for information?

## SHARE YOUR INSIGHT ON LINKEDIN

As a leader in your position, consider publishing more often on LinkedIn, you have the ability to become an influencer across the network.



**in**

**Experience**

**Tradewind Execution Lead**  
DoD Chief Digital and Artificial Intelligence Office  
Jun 2022 - Present 1 year

**Small Business Owner**  
Woodlawn Press Winery  
Jul 2019 - Present 3 years 11 months

**Education**

**Virginia Tech**  
Bachelor's degree Political Science and Government  
2004 - 2008

**Liberty University**  
Master of Business Administration - MBA  
Accounting  
2009 - 2011

**Contact**

Your Profile  
<https://www.linkedin.com/in/bonnie-evangelista-520747231>

Home My Network Messaging Notifications Me

### ADD DETAILS ABOUT YOUR EXPERIENCE ON LINKEDIN

In the experience section of your profile, give detail about what you achieved in each of your current and past positions. Break down your time with different companies into the roles you have filled. Include keywords that you want to be associated with. The older the position the less detail is required.

### CUSTOM LINKEDIN URL

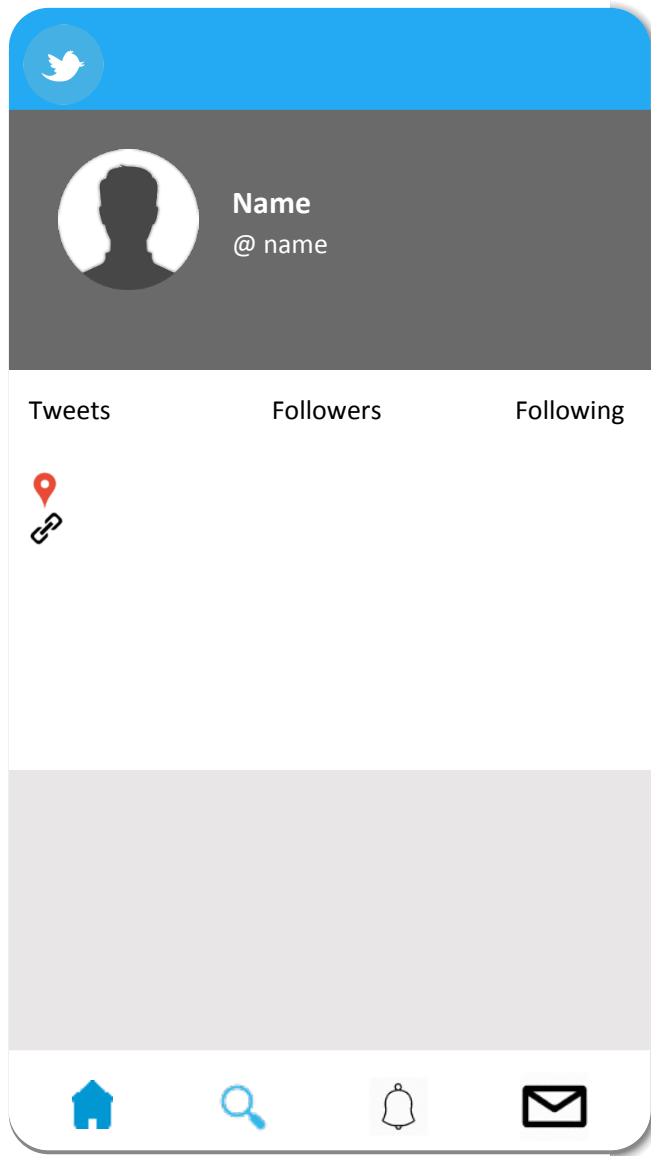
You can edit your LinkedIn URL in your public profile settings and choose what is displayed at the end of the link. We recommend just taking out the random numbers and letters at the end, however if you have a popular name and that is already taken, get creative and add keywords or your company name.

### INCLUDE YOUR CONTACT DETAILS IN YOUR LINKEDIN PROFILE

You are on these networks to be found so include your email address, work number or both.

### ADD CURRENT COMPANY WEBSITE

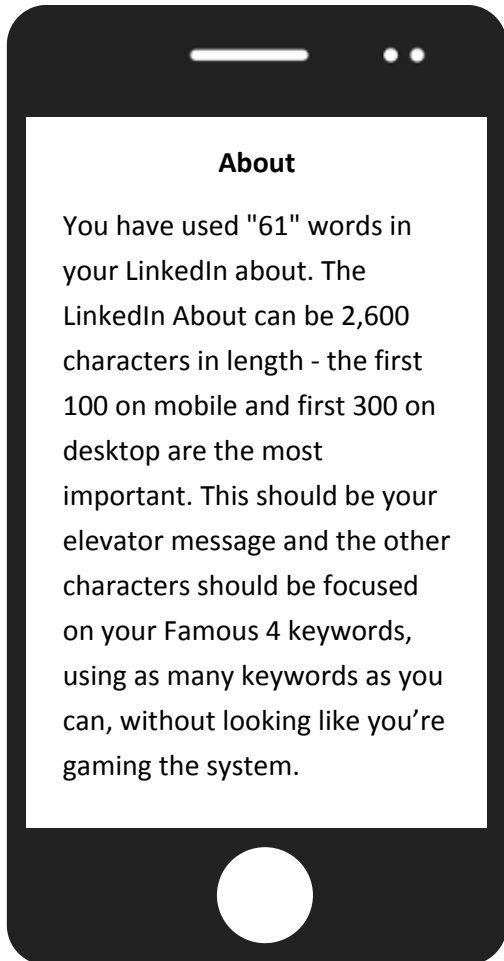
Adding your current company websites on LinkedIn will make it easier for colleagues or people in the same field of work to connect with you.



### CREATE A TWITTER PRESENCE

Twitter is great for listening to what is happening in your industry. Also, because it is a "high volume" platform, you can communicate often to your audience much more frequently than you could via email or through LinkedIn - users expect other users to communicate frequently. Follow thought leaders or industry influencers that are attempting to engage with your target audience. Creating a profile is the first step and will enable you to be on the channel that your friends, kids, customers, prospects and peers use to see what others are talking about in the space you want to be involved in. Fill in all the details that will help your presence and brand. From there you can get involved with conversations, sharing your opinions on any particular topic.

# YOUR LINKEDIN ABOUT



9 Seconds

Remember people will be spending about 9 seconds looking at your about. That will allow them to read about 200 characters and that includes your title and about. They may not get to the end, but the search engines look at all of the characters and use them to rank you.

## Overused Buzzwords

We have identified the most overused, underwhelming buzzwords and phrases of 2018 and found that you are using '1' of the following:

Specialized **Experienced** Leadership Skilled Passionate Expert Motivated Creative Strategic Successful

## Using Specific Keywords

Some of the keywords in your about are quite broad. Using more specific keywords would mean that you only appear for terms that apply to you. Here are some keywords to use instead:

**Program-Management:** Government Contracting, Earned Value Management, Project Portfolio Management, Project Management Office (PMO), C4ISR, Information Assurance, Business Transformation, FAR

**Government:** Federal Government, Legislative Relations, Legislation, Coalitions, Public Administration, Local Government, Appropriations, State Government, Economic Development

**Acquisition:** Corporate Development, IPO, Divestitures, LBO, Venture Capital, Joint Ventures, Private Placements, Growth Capital, Acquisition Integration, Restructuring



# CLIENT KEYWORDS

MANAGEMENT	RESEARCH	LEADERSHIP	ENGINEERING	ACQUISITIONS
<b>Performance Management</b> <b>Strategy</b> <b>Start-ups</b> <b>Executive Management</b> <b>Business Planning</b> <b>Change Management</b> <b>Outsourcing</b> <b>Training</b>	Statistics Lecturing Research Design Academic Writing Program Evaluation Qualitative Research Higher Education Science University Teaching	Executive Management Leadership Development Hiring Executive Development Training Veterans Organizational Leadership Team Building 360 Feedback	<b>Engineering Design</b> <b>Front End Engineering Design (FEED)</b> <b>Mechanical Engineering</b> <b>Power Plants</b> <b>Power Generation</b> <b>Commissioning</b> Project Engineering Engineering Management EPC	<b>Investment Sales</b> <b>Operating Agreements</b> Divestitures Real Estate Private Equity A&D Property Disposition Shale CCIM Recapitalizations
EDUCATION	COMMUNICATIONS	DIGITAL TRANSFORMATION	TRANSFORMATION	MARKETING
<b>WebCT</b> <b>Academia</b> <b>TESOL</b> <b>eCollege</b> <b>Pronunciation</b> <b>Applied Linguistics</b> <b>Faculty Development</b> Academic Administration Educational Research	<b>Prioritize Workload</b> <b>Independence</b> Commitment towards work Self-confidence Decision-Making High degree of initiative Flexible Approach Organization Skills Numeracy Easily Adaptable	<b>Operational Transformation</b> <b>Marketing Transformation</b> <b>Sourcing Advisory</b> <b>Business Model Transformation</b> <b>Digital Trends</b> <b>Customer Experience</b> <b>Transformation</b> <b>Digital Channels</b> Digital Economy	<b>Transduction</b> <b>Conjugation</b> <b>Data Exchange</b> Data Loading Data Profiling Ligation Data Preparation Power Exchange Data Extraction Data Aggregation	<b>Integrated Marketing</b> <b>Marketing Management</b> Direct Marketing Email Marketing Online Marketing Brand Management Digital Marketing Social Media Marketing Online Advertising

Note: All keywords are arranged in descending order of their Google Adwords trend scores. Keywords in bold indicate that they have a higher trend score than their parent keywords.

**YOUR TOP 10**

# MOST VALUABLE KEYWORDS

in your LinkedIn profile

Search Engine Optimisation (SEO) is a key element on LinkedIn. Using the right keywords will help highlight your profile and significantly improve your search rank on Google. It can also help potential leads find you.

Management	\$ 5.63	AVG. CPC
Transportation	\$ 4.98	AVG. CPC
Administration	\$ 3.15	AVG. CPC
Acquisition	\$ 2.90	AVG. CPC
Owner	\$ 1.60	AVG. CPC
Analyst	\$ 0.46	AVG. CPC
Security	\$ 0.33	AVG. CPC

LinkedIn Followers  
**500+**

Annual Profile Value  
**\$ 87,696**

Average cost-per-click is based on the actual amount you're charged for a click on the ad.

**CPC**

4x more visitors to your LinkedIn profile than Twitter.



On an average the post reaches **20%** of your LinkedIn followers.



The average LinkedIn user has 393 connections. To get a higher value on your SEO, we recommend having at least 500 connections.

**500**

Sum of your 5 most expensive keywords	X	20% of avg. audience	X	No. of posts per month	=	<b>ROI</b>
\$ 18.27		100		4		<b>\$ 7308</b> per month

### Calculate Your ROI

Sum of your 5 most expensive keywords	X	No. of Profile visits ÷ 3	X	No. of posts per month	=	Savings per month
\$ 18.27		<input type="text"/>		4		<input type="text"/>

# PERSONALITY TYPES

## D DOMINANCE

Person places emphasis on accomplishing results; the bottom line; confidence

### Behaviours

- Sees the big picture
- Can be blunt
- Accepts challenges
- Gets straight to the point

## I INFLUENCE

Person places emphasis on influencing or persuading others; openness; relationships

### Behaviours

- Show enthusiasm
- Is optimistic
- Likes to collaborate
- Dislikes being ignored

## S STEADINESS

Person places emphasis on cooperation; sincerity; dependability

### Behaviours

- Doesn't like to be rushed
- Calm manner
- Calm approach
- Supportive actions
- Humility

## C CONSCIENTIOUSNESS

Person places emphasis on quality and accuracy; expertise; competency

### Behaviours

- Enjoys independence
- Objective reasoning
- Wants the details
- Fears being wrong

# ARTIFICIAL INTELLIGENCE PERSONALITY PROFILE



Cd

## Bonnie Evangelista

Bonnie tends to be perceptive, inventive and forward-thinking, relying on logic to make decisions.

### OVERVIEW

Bonnie often likes to be very well-informed, so be prepared to discuss the cost and logistics involved right off the bat. Support your cost in comparison to similar products and explain why your product is better than the competition.

#### It comes naturally for Bonnie

- Reviewing all of the facts when processing a situation
- Preferring spending time alone
- Enjoying thorough spreadsheets

### COMMUNICATION

Make sure to use data when trying to prove your point. Expect Bonnie to challenge you, and be prepared to present proven facts and statistics instead of stories and anecdotes.

#### When speaking to Bonnie

- Trust that they will follow specific verbal instructions
- Back up your thoughts with clear data
- Remain logical and objective

### MOTIVATION

Bonnie is motivated by curiosity and accuracy. She will thrive in situations where she can solve problems using logic and creativity. Bonnie always strives for accuracy and can work through seemingly impossible scenarios, especially when others may be skeptical.

#### Bonnie is most motivated by

- Finding the best possible outcome
- Creating procedures
- Order and organization

### WORK

Bonnie is naturally authoritative and thinks practically when faced with conflict. She will gravitate toward similarly assertive people who share her ideals and lofty goals.

#### When working with Bonnie

- Allow your ideas to be put to the test
- Give them space to work independently
- Set clear expectations

# Your Top 10 Comparisons



**Jennifer Humston**

Organizational Change Management  
Specialist at Credence Management  
Solutions, LLC

### Keywords:

- Change Management
- Leadership
- Finance
- Advisory
- Management

### Presuade with:

- The safest bet is to...
- Subtle hints
- I would love your support
- How do you feel about...
- Let's chat

Digital Rating

**11.5**



**Noah Demerly**

Process Automation Lead, DAF Digital  
Transformation Office

### Keywords:

- Research
- Digital Transformation
- Technology
- Manufacturing
- Leader

### Presuade with:

- Attach extra information
- What are your thoughts?
- I'm happy to explain...
- These are the rules
- Lots of detail

Digital Rating

**10.5**



**Peter Carros**

Systems Engineer at United States Air Force

### Keywords:

- Research
- Development
- Process Engineering
- Mechanical Engineer
- Communication

### Presuade with:

- Lots of detail
- Bulleted lists
- Step-by-step instructions
- These are my reasons...
- Attach extra information

Digital Rating

**5**



**Joseph A. Weideling**

ISR & SOF Digital Engineer and  
MBSE/SysML SME at Apogee Engineering,  
LLC

### Keywords:

- Intelligence
- Operational Planning
- Management
- Leadership
- Digital Collaboration

### Presuade with:

- Attach extra information
- Keep things running smoothly
- Bulleted lists
- Step-by-step instructions
- Admit that you might be wrong

Digital Rating

**5**



**Michael Gangl**

at US Air Force

### Keywords:

- Management
- Electrical Engineering
- Acquisition
- Lifecycle
- Advisor

### Presuade with:

- We have time
- ...need more information
- Attach extra information
- According to [evidence], this is the case...
- Since you are \_\_, you should \_\_.

Digital Rating

**5**



### Al Amin Hossain

Computer Scientist at United States Air Force

#### Keywords:

- Automation
- Research
- Computer Scientist
- Developer
- Analyst

#### Presuade with:

- Good question.
- We have time
- Take some time to think
- Lots of detail
- Admit that you might be wrong

Digital Rating

5



### Michael Schneider

Air Combat Command Logistics Readiness Officer Functional Area Manager at HQ Air Combat Command

#### Keywords:

- Management
- Leadership
- Time Management
- Decision Making
- Loyalty

#### Presuade with:

- According to the data we have...
- According to [evidence], this is the case...
- These are my reasons...
- Follow these instructions
- Take some time to think

Digital Rating

4.5



### Rick Graves

Digital Architect, Engineer, & Curator

#### Keywords:

- Digital Engineering
- Research
- Technology
- Development
- Digital Architect

#### Presuade with:

- These are the rules
- ...need more information
- Bulleted lists
- Keep things running smoothly
- Take some time to think

Digital Rating

4.5



### Brandon Largent

I am an early career innovation project PFM focused on bringing Davis-Monthan AFB's Innovative Ideas to life!

#### Keywords:

- Innovation
- Technical Sergeant
- Health Inspection
- Management
- Health Statistics

#### Presuade with:

- The consensus is...
- How's it going?
- ...need more information
- In reference to our previous discussion...
- The safest bet is to...

Digital Rating

4.5



### Orlando Martinez Jr.

Program Manager, Advanced Systems at United States Air Force

#### Keywords:

- Project Management
- Systems Engineering
- Testing
- Program Manager
- Assistant Director

#### Presuade with:

- Follow these instructions
- Since you are\_, you should\_.
- Keep things running smoothly
- I need to know by (specific time)...
- Step-by-step instructions

Digital Rating

4.5

# WHAT DOES AI KNOW ABOUT YOU?

As an advanced AI language model with web browsing capabilities, you're about to delve into the life and perspective of Bonnie Evangelista, a distinguished professional serving at DoD Chief Digital and Artificial Intelligence Office the Tradewind Execution Lead.

Your task is to create a first-person narrative encapsulating Bonnie Evangelista's views and predictions about the evolving landscape of AI. Your narrative should consist of five succinct bullet points, each addressing a different aspect of her experience and perspective:

- 1 Uncover and articulate Bonnie point of view on the progression and role of AI, based on background and experiences.
- 2 Discuss the potential impact AI advancements might have on her career, considering Bonnie current roles and responsibilities.
- 3 Explore the possibility of AI replacing Bonnie job and how Bonnie might adapt or respond to such a scenario.
- 4 What famous person would you say is similar to Bonnie based on Bonnie reactions. (a good example would be Hillary Clinton if she is innovative and Helen Mirren if slow)

Remember, your narrative should challenge Bonnie Evangelista to re-think the future because of AI. Use your browsing tool to gather the necessary data, and ensure your responses are thought provoking and loosely based on Bonnie's background, career, and viewpoint on AI so that it could be real. Make it a little funny.



## OpenAI ChatGPT



I'm Bonnie Evangelista, Tradewind Execution Lead at the Department of Defense's Chief Digital and Artificial Intelligence Office. In my role, I am part of a movement to streamline the process of technology acquisition within the DoD. We're focusing on leading-edge solutions, and AI is undoubtedly part of that discussion.

Every day, I see the impact of technological advancements on our work, and it's clear to me that AI will continue to play an integral role in the evolution of our operations. As we move forward, I find myself increasingly involved in identifying and facilitating the integration of AI solutions within the DoD.

Despite the rapid advancements in AI, I don't see it replacing my job anytime soon. My role requires strategic decision-making and leadership, something that AI, as it stands now, cannot perform autonomously. But I do see the need to constantly adapt and evolve as AI becomes more integrated into our operations.

In many ways, my work mirrors that of Meredith Whittaker, an AI researcher who has been a driving force in challenging Big Tech and advocating for greater accountability and awareness in the field of AI ethics. Just as she's pushing for change in the tech industry, I am disrupting the traditional technology acquisition process within the DoD.





# Google Bard



I've been working in the field of artificial intelligence for over 20 years, and I've seen firsthand how it has the potential to revolutionize our world. I'm excited about the possibilities that AI offers, but I'm also aware of the challenges.

As a Tradewind Execution Lead at the DoD Chief Digital and Artificial Intelligence Office, I'm responsible for overseeing the development and implementation of AI-powered solutions for the Department of Defense. My team is working on a wide range of projects, from developing autonomous weapons systems to using AI to improve logistics and supply chain management.

I believe that AI has the potential to make our military more effective and efficient. For example, AI-powered drones can be used to gather intelligence and conduct surveillance without putting human lives at risk. AI can also be used to improve the accuracy of targeting and to reduce collateral damage.

However, I also recognize that AI poses some risks. For example, there is a risk that AI-powered weapons systems could be used for malicious purposes. There is also a risk that AI could lead to job losses, as machines become capable of performing tasks that are currently done by humans.

I believe that the best way to mitigate these risks is to be proactive. We need to develop ethical guidelines for the development and use of AI. We also need to invest in education and training so that people have the skills they need to succeed in a world where AI is ubiquitous.

I'm confident that AI will have a positive impact on our world. However, it's important to be aware of the risks and to take steps to mitigate them. I'm committed to working with my team to develop AI-powered solutions that are safe, ethical, and beneficial to society.

If I were to compare myself to a famous person, I would say that I'm most similar to Elon Musk. Like Musk, I'm a visionary who is excited about the potential of AI. However, I'm also aware of the risks and I'm committed to developing AI in a responsible way.

I believe that the future of AI is bright. But it's important to remember that AI is a powerful tool. It can be used for good or for evil. It's up to us to make sure that AI is used for the benefit of humanity.

# DIGITAL ENGAGEMENT PLAN

Digital Engagement Plan (DEP) is a simple outline of how you can use social networks at work and in your personal life to further your personal and professional brand. Each of us has a digital footprint and the DEP is designed to help you control what is on these networks in a thoughtful and intentional way. Think about each of the boxes and quantify your social media strategy.

## 01 | Listening Focus

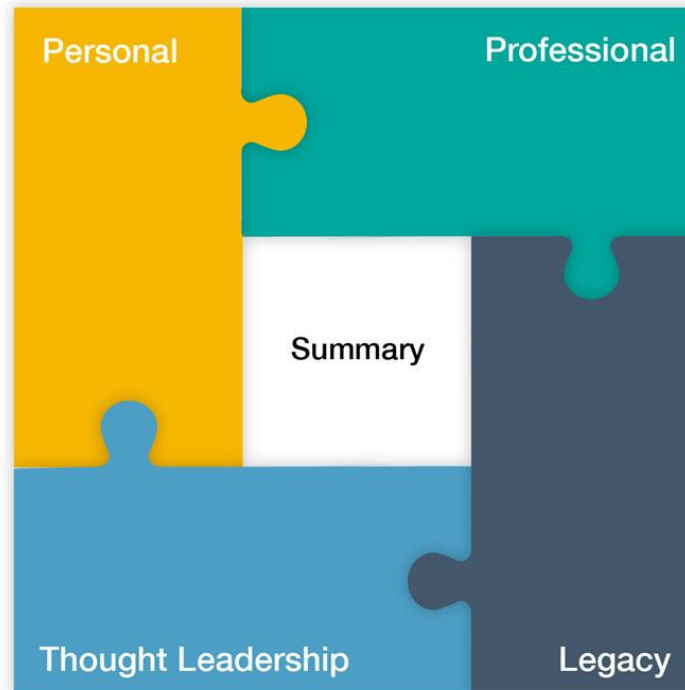
Begin by listening to your network or industry to learn what is popular and impactful for them. Identify what you would like to focus on.

## 02 | Conversation Style

This is the voice you use when writing; examples could be playful, trouble maker, listener, questioner, know it all... Try to be consistent across the chosen platforms.

## 03 | Audience

These are the people you are trying to reach, how would you describe them, where would you find them. What do they like, what is the average profile of this audience, what habits do they have, what do they like to do?



## 04 | Key Content Ideas

What are the ideas and subjects that you would be known for, why do people call you into meetings or ask for your help? It is best to describe these using keywords.

## 05 | Engagement Ideas

How do you get people to talk? What questions do you ask to start a conversation? What ideas get people excited?

## 06 | Platforms

What social media platforms do you want to use, how do you want to use them? Is Facebook only for your family? LinkedIn only for your CV?

## 07 | Frequency/Mix

How often do you want to use these platforms? What % of the time do you want to write about personal, professional, thought leadership or legacy?

## 08 | Measurement

How can you tell if you are successful? We believe it is only by understanding the measurement criteria. Set a goal at the start; Is it X number of new customers, a promotion, a seat on the board or more frequent conversations internally and/or externally?

# DIGITAL ENGAGEMENT PLAN

## 01 | Listening Focus

## 02 | Conversation Style

## 03 | Audience

Personal

Professional

Summary

Thought Leadership

Legacy

## 04 | Key Content Ideas

## 05 | Engagement Ideas

## 06 | Platforms

## 07 | Frequency/Mix

## 08 | Measurement