

MADDIE  
PESCHONG

# Look *Legit* on LinkedIn

BUILDING A PERSONAL BRAND THAT BOOKS

Who here has a LinkedIn  
profile they *haven't*  
*touched* in 6+ months?

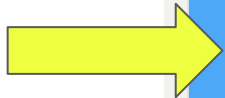
LinkedIn isn't just for job hunting—it's your *digital first impression* and a personal PR machine.



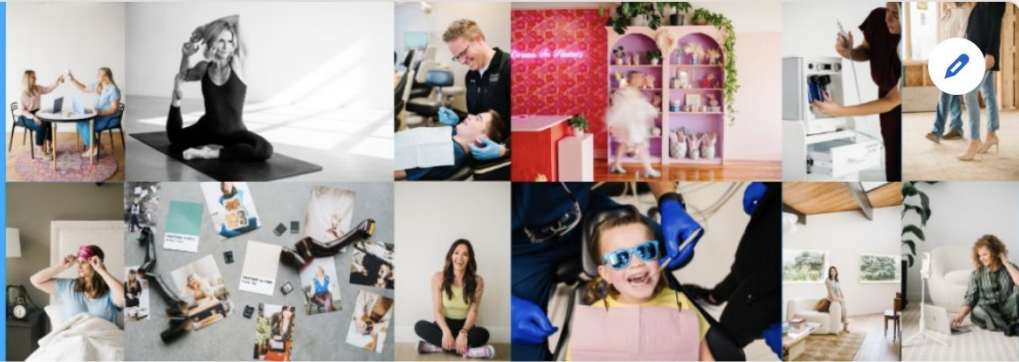
*Meet Maddie*

Brand Photog  
Business Coach  
Studio Owner  
Podcaster

Your profile should tell a  
clear story of your *personal  
brand*.



MADDIE  
PESCHONG  
PHOTOGRAPHY



## Maddie (Essig) Peschong She/Her

Brand Photographer and Coach for Photographers | 🎙️ Host of Take It Personally Podcast | 📷 Studio Owner | I create photos that are pretty with a purpose and help photographers do the same.

Sioux Falls, South Dakota, United States · [Contact info](#)

[1,063 followers](#) · [500+ connections](#)

Open to

Add profile section

Enhance profile

Resources

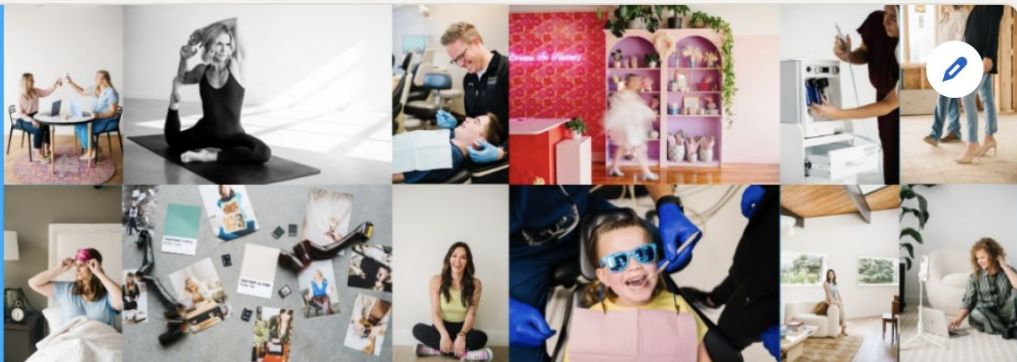


White Space Studio



Briar Cliff University

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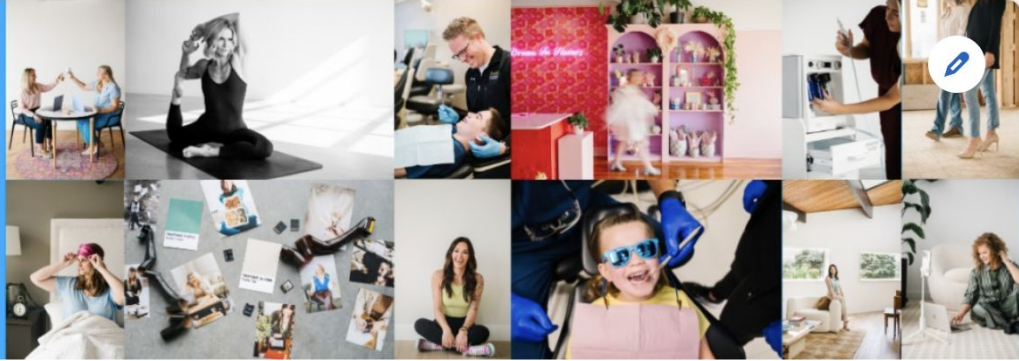


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## About

Hi, nice to meet you. I'm Olivia, Senior Community Relations Specialist at Sanford Health.

But really, I like to think I'm more than that. I'm an organizer, a content creator, a pavement pusher, a social media strategist, a communicator, an event planner, a multi-tasker, and a dog lover (I whip out pictures on my phone like a proud parent).

In my role at Sanford Health, I have the opportunity to do what I love the most: support and partner with local non-profit organizations, and strategize on opportunities to better our community. With my background in non-profit fundraising, I am able to bring insight on our local partners and experience from the "other side" of resource development.

Thanks for visiting my LinkedIn profile. I would love to get together to share how I can help you get involved and give back within our community. I am a lover of all things Sioux Falls and am passionate about connecting others with causes and initiatives they care about. I can also point you in the direction of the best pizza in town if that's more your speed. Drop me a message and let's connect!

Posts

Comments

Images



**Maddie Peschong**  · You  
Brand Photographer and Coach for Ph...



Feature on top of profile



Save



Copy link to post



Embed this post



Edit post



Delete post



Who can comment on this post?



Who can see this post?



**Maddie Peschong**  · You  
Brand Photographer and Coach for Ph...  
3w · 



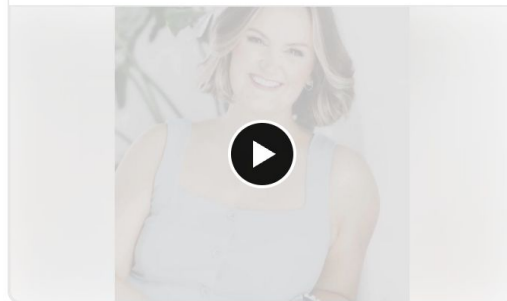
So excited for this! Everyone needs a good headshot.



**The WICT Network: Midwest**

696 followers

Our Sioux Falls headshot event is one month away! ...more



  16 · 1 repost



## Featured

Post

Honored to have received this recognition alongside so many...



Meet the Sioux Falls Business  
2023 30 Under 30 -...  
siouxfalls.business

   59 · 20 comments

Post

I am so excited to share my final  
Video Business Card...



   75 · 7 comments

Link



**My 605: Olivia Essig -  
Pigeon605**

Pigeon605

My favorite things to do, eat, and  
see in Sioux Falls, SD.

Your profile should tell a  
clear story of your *personal  
brand*.

What should I post  
today?

~~What should I post  
today?~~

*How can I help today?*

*Reputation*  
*Rapport*  
*Relationships*



# Reputation

- Share your expertise
- Wins
- Trends
- Your unique POV

# Rapport

- Humanize
- Behind the scenes
- What you're learning

# Relationships

- Shoutouts
- Testimonials
- Connections/collaborations

Stories make you *memorable*.

The personal is *professional*.



**Katie Johnson** • 1st

🏆 Professional EOS Implementer® | Mentally Strong Institute Cer...

[Visit my website](#)

3w •

...

Tuesdays are the best with this crew 🥰!!!

👉👉👉👉👉👉 ...more



Kim Vander Poel and 60 others

2 comments

Like

Comment

Repost

Send



**Brittany Link** · 1st

Digital Marketing Freelancer | Google Search + Social Advertising

1w · Edited · 🌐

Hey, LinkedIn! 🌟 Another wonderful summer has come and gone and my kids are off to school. I have capacity to add 1-2 new clients! I'm in my 5th year of freelancing and primarily manage Google ads for a wide range of clients. ...more





**Natalie Eisenberg** ✓ • 1st  
CEO, Click Rain Inc. | Marketer | Difference Maker  
1w • Edited • 3

I studied communication/ advertising in college, and often say my business education came from real world experience. And from Harvard Business Review.

The hard copy is still delivered each month and it never fails to deliver topics and insights that are relevant in my day-to-day.

From innovation and technology to leadership/management, culture, operations, strategy, and human dynamics, it always hits home with ideas I can apply to my role as CEO, business owner, board member, and even my personal life.

Their online platform and app are also solid. If you're looking for a new way to keep learning, I definitely recommend HBR.







**Alyssa Utech** ✓ • 1st  
Marketer + Graphic Designer 🏠  
6d • 🌐



Proud moment. 💜

I brought my kids to the [Sioux Center Public Library](#) to see the newly completed children's area. They got to see mom's graphic design work on the corn wall, donor tree, and custom farm mural.

This project is extra special because:

🌾 We are a farm family. We are proud to continue my husband's grandfather's legacy on our crop and cattle farm.

🦉 The little owl hole in the donor tree was inspired by my kids and our love of stuffies. I advocated for this design feature, and the design + construction team delivered! (Thank you, thank you team!)

More project photos: <https://lnkd.in/guaCCXMv>





**Kendra Cersosimo** · 1st

Elevating brands through professional graphic design and web desi...

5d ·



I'm honored to be a nominee for this year's Rising in Excellence award and am looking forward to a great SME Leadership Summit event next month!



**SME of Sioux Falls**

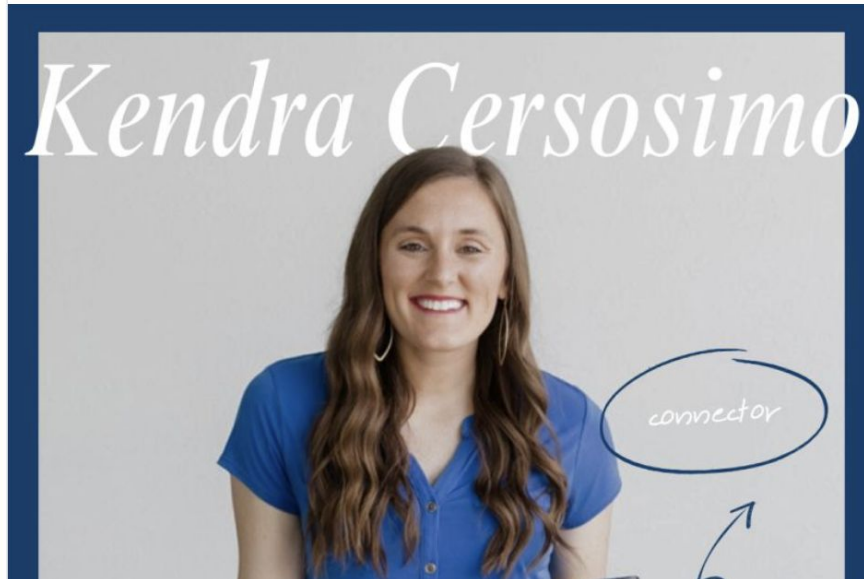
1,146 followers

6d ·

[+ Follow](#)

Meet [Kendra Cersosimo](#) – Rising in Excellence Nominee!

Strategic and empowering, Kendra is reshaping the entrepreneurial ...more





**Tiffany Mutchler** • 1st

Marketing Manager at Voyage Federal Credit Union, Podcast Host |...

2w •



Sometimes, you need to take a step back, and today, that meant setting aside my email and being fully present with my little guy as he had his tonsils and adenoids removed.

I'm deeply passionate about both being a mom and building a meaningful career. But I've learned that true success comes from balance, not just pushing forward, but knowing when to pause.

I'm incredibly thankful to work for an organization like Voyage that supports me in showing up for my family when it matters most.

To anyone else juggling the many roles we carry, this is your reminder: it's okay to unplug when you need to. Your work will wait. Your people won't.





**Melissa Heckel** · 1st  
Brand Strategist + Graphic Designer  
6d · 🌐

In today's episode of The Magnetic Coach Podcast, I'm chatting with [Stephanie Ouellette, M.Ed., SHRM-CP](#)—a seasoned business owner who's successfully diving into the world of offering HR services through her latest business ...more

Episode 13

## SELLING WITH CURIOSITY & CONNECTION



*with special guest,*  
Stephanie Ouellette



The Magnetic Coach Podcast

How to build *visibility* when  
you're *too busy* to post

# Profile Audits + Q&A

Join the  
*Headshot Mini*  
*Session* Day  
Waitlist

