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Baker Landon finds success after receiving his digital communications degree

Baker Landon, a '17 Lebanon Valley College graduate, has demonstrated success in the past year after graduating last May. Landon studied digital communications and also was a member of the men's lacrosse team while at LVC. As a digital communications student, he chose to concentrate in design, as he always found interest in art forms but never knew how to apply them to the "real world." With design along with everything else he learned through his major, he was able to apply his knowledge and start his career at an ad agency.



Landon currently is employed at a political ad agency called Strategic Partners & Media, located in Annapolis, MD. His position is titled as the Interactive Content Coordinator, in which he states that his responsibilities are, "designing and editing websites for our candidates, designing logos for new candidates running for office, and creating a graphics and content for all social media platforms and running the social media accounts of our candidates, as well as edit some video content." Landon applies many aspects of digital communications to his position, even after declaring design. This shows that all six concentrations that LVC offers to their digital communication students are essential in reaching success, just like Landon has done.

During his time at Strategic Partners & Media, he shared an experience he had with a project they were working on. Landon and his team were developing all the digital work for two candidates on Election night, for an Attorney General and Lieutenant Governor. They were placed in a hotel suite, located in Richmond, Virginia, called "Digital War Room." They worked together with other team members from campaigns to get all information on the election produced all up until the election itself. They had to produce social media and some other digital content to persuade voters to vote for their candidates. Landon stated, "It was really intense, but a lot of fun."

With all the technical skills that Landon has gained while studying digital communications at LVC, he has been able to apply his focus in design with some marketing skills to obtain success early in his career.