
Landon Oitzman

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PROFESSIONAL PROFILE

A work driven digital marketing student with hands-on leadership experience and a solid foundation in SEO, content strategy, and analytics. Currently an Assistant Kitchen Manager at Saxon Hall, where new hires are trained, coordinating fast-paced operations, and ensure consistent customer satisfaction. Striving in creating engaging content, analyzing performance data, and managing projects from planning through execution. Certified in GA4, Google Ads, and HubSpot. With multiple "Simternships" through Stukent.

EDUCATION

Associate degree Digital Marketing

Western Technical College, La Crosse, WI

September 2024 - April 2026

- President's List (GPA of 3.5 or higher) 3 semesters in a row

Highschool Diploma

Caledonia Middle/Highschool, Caledonia, MN

August 2020 - May 2024

RELATED COURSEWORK:

- Marketing Principles
- Digital Marketing
- Computer Applications
- Marketing Research
- Internet Marketing
- Technical Reporting
- Project Management
- Digital Design Components
- Inbound Marketing
- Social Media Strategies
- Ecommerce
- Digital Advertising
- Content Marketing
- Concepts of Business
- Email Marketing
- SEO & Marketing analytics
- Integrated Marketing Campaigns

CERTIFICATIONS

- HubSpot Inbound Marketing Certification
- HubSpot Email Marketing Certification
- HubSpot Content Marketing Certification
- HubSpot SEO certification
- GA4 Certification
- Google Ads Certification
- HubSpot Content Marketing Certification

WORK HISTORY

Construction/Carpenters Helper, Pohlman Construction, Caledonia, Mn
Curtis Pohlman · Seasonal · May 2016-August 2019

Parlor Milker/ Dairy Herdsman, Minnigan Farms, Caledonia, Mn
Carrol Diersen · Part-time · October 2018-March 2019

Assistant Kitchen Manager/ Kitchen Staff, Saxon Hall, Brownsville, Mn
Sy Fix · Full-time · March 2023-Present

COMMUNITY INVOLVEMENT

4H Member, Caledonia Rockets 4H Club, Caledonia, Mn September 2012-September 2025

Treasury Officer, Caledonia Rockets 4H Club, Caledonia, Mn October 2021-October 2022

Student Council member, Caledonia Middle/High school, Caledonia, Mn August 2023-May 2024