

Kevin Backer

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EDUCATION

James Madison University, Harrisonburg, VA
BBA: Marketing

Expected Graduation: May 2027
Cumulative GPA: 3.09

WORK EXPERIENCE

Bartender/Bar Back, Tonys Tacos, Garden City, New York May 2024 - August 2024

- Prepared cocktails to meet customer preferences and built relationships with returning patrons.
- Managed work areas and inventory, and repaired equipment as needed.

Social Media Marketing Intern, PM Tech, New York, New York May 2025 - August 2025

- Created photography for the company website and social media accounts.
- Assisted with website setup and updates while learning from experienced trade professionals.

Benefits Advisor Intern, Aflac, New York May 2026 - August 2026

- Researched and qualified small-business clients across Long Island by evaluating company size, industry, and employee benefit needs.
- Connected with business owners and decision-makers to introduce supplemental benefits and coordinate follow-up meetings.
- Supported client consultations and workforce needs assessments, building skills in market research, client relationships, and professional communication.

EXTRACURRICULAR ACTIVITIES

Director of Philanthropy, Alpha Epsilon Pi, Harrisonburg, Virginia January 2024 - December 2025

- Directed philanthropy events and worked with fellow organizations to coordinate fundraising.
- Raised nearly \$5,000 for a Los Angeles wildfire recovery organization.

Next Step Mission Trip, Garden City Community Church, Garden City, New York May 2019 - August 2023

- Dedicated one week each summer to support homeless shelters and underfunded schools in communities including Los Angeles, Boston, and South Dakota.

Treasurer, Alpha Epsilon Pi, Harrisonburg, Virginia September 2025 - Present

- Manage a chapter budget of approximately \$50,000 per semester.
- Coordinate with the bank, issue debit cards to chapter branches, and prepare the annual IRS electronic notice.

Professional Development Chair, Epsilon Nu Tau (ENT), James Madison University August 2026 - Present

- Organize career workshops, networking events, and guest speaker sessions to support members' professional growth.
- Coordinate resume reviews, interview preparation, and alumni connections to help members prepare for internships and full-time roles.

CERTIFICATIONS

- Applied Business Science Certificate - AI for Marketing, University of Virginia (August 2026)
- New York State Life, Accident & Health Insurance License (April 2026 - June 2027)
- Storytelling for Advertising Campaigns, LinkedIn (February 2026)
- Harvard Excel Spreadsheet Certification