

# Brian Kent Canida, BS

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## Education

### **IN PROGRESS: Masters of Organizational Leadership**

Wilson College, Chambersburg, PA | *Expected Spring 2027*

### **Bachelor of Science - Fitness Management Composite Specialization in Sport Medicine and Rehabilitation**

Wayland Baptist University, Plainview, TX | 2019

## Certifications

Strength and Conditioning Specialist (CSCS) : NSCA

Highschool Strength and Conditioning Specialist (HSSCC) : NHSSCA

Highschool Strength and Conditioning Specialist : IYCA

Personal Trainer (CPT) : NASM

- NASM Specialization in Performance Enhancement (PES)
- NASM Specialization in Youth Exercise (YES)

CPR/AED & First Aid : American Heart Association

Rapsodo Hitting

## Professional Experience

### **Fitness & Performance Coordinator, Dean on Duty**

Mercersburg Academy | *Mercersburg, PA* | **08/2022 – Present**

- **Campus Leadership & Crisis Management:** Assumed **full responsibility** for campus-wide operations and crisis management as "Dean on Duty" (weekly 4 PM - 8 AM shift), acting as the highest on-site authority for student and campus emergencies.
- **Program Design & Execution:** Directed the design, programming, and coaching of comprehensive strength and conditioning programs for **250+ athletes** across **30+ sports** yearly, with a focus on olympic lifts and athletic performance enhancement.
- **Advanced Use of Technology:** Direct oversight over all VBT within the programming. Including: Vald Force Plates, Enode Bar Sensors, Dashr running gates, Just Jump mats, HR Sensors, and Exsurgo Jump & Run Units.
- **Operational Management:** Managed daily team workout scheduling, facility operation, weight room design, and the management/training of assistant coaches and student staff.
- **Mentorship:** Served as an Academic Advisor for 5-8 students yearly and provided residential supervision one night per week for a dorm of 100+ high school girls.
- **Growth:** Have expanded the team use of the Fitness Center by 400+%.

### **Head Strength & Conditioning Coach, Adjunct Professor**

Wilson College | *Chambersburg, PA* | **09/2025 – Present**

- Designed and executed performance-focused S&C programs for all college sports teams.
- Developed comprehensive exercise programs for both student athletes and general faculty/staff members.
- Teach a class over the principles of Strength & Conditioning

### **Head Coach/Strength & Conditioning Coach/Personal Trainer**

The Athlete's Edge of Greencastle | *Greencastle, PA* | **11/2019 – Present**

- Designed and executed individualized and group strength, speed, agility, and hitting programs for athletes aged 12-19.
- Coached and managed a **17U Travel Summer Baseball Team** and assisted in the execution of the data-driven HitTrax league.
- Run and lead summer baseball/softball camps for local youth ages 6-14.

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## Director of Strength & Conditioning & Head Hitting Coordinator

Scotland Campus Sports | *Scotland, PA* | 08/2019 – 08/2022

- **Athletic Program Leadership:** Directed S&C programs for Baseball, Boy's/Girl's Basketball, and Boy's Soccer, managing all S&C programs, daily warm-ups, and corrective exercises.
- **Hitting Analytics:** Oversaw all hitting operations, managing data and analytics for **50+ hitters yearly**, designing individualized swing programs to improve bat speed, exit velocity, and contact percentage.
- **Recruitment & Mentorship:** Mentored and assisted in the college placement of **100+ athletes** from 11 different countries to play college baseball in America.
- **Student Life:** Was a solo RA in a dorm for 60+ athletes.

## Other Experiences

- Designs S&C Programs for various schools.
  - Wayland Baptist University Baseball 01/2019 - 05/2019
  - Southwest Collegiate Prep Baseball 08/2018 - 12/2018
  - Broadfording Christian Academy 07/2023 - Current
- Worked for 3 months as a UPS preloader. 8/20-11/20.
- Worked as Planet Fitness Front Desk worker. 1/19-6/19.
- Interned shortly for Shippensburg University Strength & Conditioning. 9/19-11/19.
- Spent 6 total months of training and learning at Driveline Baseball and EXOS.
- Played baseball for 17 years, including 5 years of collegiate baseball.
- Coaches seasonally for Randall High School's baseball camp.

*Professional References available upon request*