

# Brian Gabriel Canever

336 Chickamauga Ave, Knoxville, Tennessee, 37917  
551-221-1382 (c) | [briancanever@gmail.com](mailto:briancanever@gmail.com)

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Public Relations | Content Strategy | Internal Communications  
Web and Social Media | Editorial | Branding

## PROFESSIONAL EXPERIENCE

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### Public Relations Specialist III

2018–Present

*University of Tennessee – Office of Communications and Marketing*

- Develop strategic storytelling about campus activities, including community projects and engagement, faculty research, and alumni
- Provide content strategy and support to key campus partners, including working closely with the Division for Diversity and Engagement on communications priorities
- Coordinate media queries for faculty experts and other university sources
- Pitch experts and university news to local and national reporters and media outlets
- Communications chair for the Council for Diversity and Interculturalism, 2020-21
- Member of the Inclusive Leadership Academy, fall 2020
- UT Promise mentor, 2020-21

### Lecturer

2017–Present

*University of Tennessee – College of Communication and Information*

- Teach fall section of JEM 375 Sports Reporting Across the Media in the University of Tennessee's School of Journalism and Electronic Media
- Cover all areas of sports reporting, including game-day reporting, sources, interviewing, multimedia journalism, web journalism, and features.

### Content Manager

2017-2018

*University of Tennessee – The Center for Sport, Peace, and Society*

- Created and managed digital content and strategy for one of the country's only sport for development and peace centers, housed in UT's College of Education, Health, and Human Sciences
- Managed the organization's public-facing channels, including its website, Facebook, Twitter, Instagram, YouTube, Issuu, Soundcloud and Mailchimp accounts
- Produced short videos, podcast episodes, newsletters, blog posts and other content for internal and external audiences

### Digital Media Coordinator

2014-2018

*U.S. Department of State Global Sports Mentoring Program (contractor)*

- Communications lead for the U.S. Department of State Global Sports Mentoring Program,

a public-private partnership between the U.S. government, ESPN, and the University of Tennessee.

- Oversaw program overhaul in 2015 and led rebranding on web, social media, and print communications
- Coordinated digital strategy and social media campaigns for bi-annual five-week exchange programs
- Tracked progress and provided comprehensive reporting on 150 international exchange participants from more than 70 countries
- Served as on-site media coordinator in the U.S. and abroad for exchange programs. Overseas work in Rosario (Argentina), Sao Paulo (Brazil), Hermosillo and Mexico City (Mexico).
- The GSMP was honored with a 2018 ESPN Sports Humanitarian Award and named the 2018 Peace and Sport Diplomatic Action of the Year.

### **Freelance Writer**

**2013-2018**

*Various Media Outlets – Knoxville, TN*

- Bylines for ESPN, Knoxville News Sentinel, UTSports.com, The Knoxville Mercury, The Daily Times of Maryville, Top Drawer Soccer, Latino Outdoors, Tenkara Angler and others

### **Statistics and Information Assistant**

**2014**

*ESPN – Bristol, CT*

- Interned for ESPN International, which produces television shows and content for the company's Spanish- language channel in the U.S., Mexico, and other affiliates across the world
- Assisted in production research, social media, and BottomLine editing during the 2014 World Cup, NBA Finals, Tour de France, Wimbledon, and Copa Libertadores tournament coverage
- Served as the co-lead for Spanish-language research of the Tour de France and International Champions Cup
- Provided ESPN International staff with detailed weekly social media reports

### **Account Manager**

**2011-2014**

*Clayton Bank & Trust – Knoxville, TN*

- Managed a portfolio of 875 mobile home loans in Tennessee, Texas, Alabama, and Mississippi
- Handled account management issues, insurance claims, escrow and serve as a resource to Spanish-speaking clients
- Directed payment collections, customer service, and daily contact with 10 community offices

## **VOLUNTEER EXPERIENCE**

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### **Board of Directors**

**2019-Present**

*Centro Hispano of East Tennessee*

- Chair, 2021
- Serve on communications committee
- Develop public relations strategy and provide media training for spokespeople
- Support development of business and communications plans

**Mentor** **2020**  
*tnAchieves*

**Head Soccer Coach** **2017-2019**  
*Emerald Force Soccer Club*

- Coached 2000/2001 Valencia girls club soccer team

**Worship Arts Team Member** **2015-Present**  
*Redeemer Church of Knoxville*

**Worship Arts Director** **2013**  
*Overflow Church of Knoxville*

**Conversational English Partner** **2012-2013**  
*Laurel Church of Christ's FriendSpeak Program*

**EDUCATION**

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**Master of Science in Communication and Information** **2015**  

- Concentration in Journalism and Electronic Media; University of Tennessee

**Bachelor of Arts in Latin American and Latino Studies** **2011**  

- Summa Cum Laude; William Paterson University