

# Bríd-Áine Parnell

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## Skills

- Confident, clear and concise communication in any format.
- Collaborative team player and project manager with experience of dealing with a multiplicity of stakeholders and subject matter experts.
- Well-trained strategic mind, capable of unaided research and topic development, distillation of key information, and presentation of insights with reference to ability and experience of the audience.
- Highly organised and efficient work processes, honed by a career in high pressure environments with tight deadlines.
- Leadership and interpersonal skills through staff management, including mentoring, aiding professional development and resource planning.

## References

### Academic

Dr Alex Taylor  
Reader in Design Informatics  
School of Informatics,  
University of Edinburgh  
[alex.taylor@ed.ac.uk](mailto:alex.taylor@ed.ac.uk)

Dr. Pip Thornton  
Chancellor's Fellow  
School of GeoSciences  
University of Edinburgh  
[pip.thornton@ed.ac.uk](mailto:pip.thornton@ed.ac.uk)

## Education

Sept 2024 – Current

### **PhD Candidate, School of Informatics and Edinburgh Futures Institute, University of Edinburgh**

An interdisciplinary and integrated Centre for Doctoral Training programme in Designing Responsible Natural Language Processing. My research spans STS, data capitalism and colonialism, media and communication studies, linguistics, computational text representation and analysis, and algorithmic justice.

- Thesis: **Alphabet and algorithm: social, political and technological entanglements in digital text encoding**  
An examination of how digital text encoding is embedding error in data systems by failing to accurately represent names outside of the Anglosphere.
- Supervisors: Dr. Pip Thornton and Dr. Alex Taylor

Sept 2023 - Aug 2024

### **MSc Narrative Futures: Art, Data and Society, Edinburgh Futures Institute, University of Edinburgh**

Interdisciplinary programme exploring how narratives perceive and shape our world and our future, with a focus on technology. Courses included:

- Ethical Data Futures
- Narrative and Computational Text Analysis
- Narratives of Digital Capitalism
- Algorithmic Bias, Fairness and Justice
- Evidence, Argument and Persuasion in a Digital Age

Sept 2006 – Jun 2007

### **PgDip Journalism, Napier University**

Sept 2001 – Aug 2005

### **MA English Literature, University of Edinburgh**

## Academia

May 2025 – November 2025

### **Research Assistant, BRAID**

Working with Dr Bronwyn Jones to conduct an analysis of the portrayal of generative AI in the UK news media focusing on the attribution of responsibility and accountability.

- Conducting literature review for the wider project
- Close analysis of methodology, particularly critical discourse analysis
- Computational analysis of large dataset

## **Publications**

- Jones, B., Strait, A., Parnell, B.-A., Horzyk, A. M., & Perez, J. (2025). Journalism and generative AI: data, deals and disruption in the news media. Zenodo. ([DOI](#))
- Parnell, B.-Á. (2025). The Tourist, TEXT Prose and Poetry, 29 (1), pp. 12-21. ([DOI](#))

## **Presentations**

- **10th STS Italia Conference "Technoscience for Good"** - From Determinism to Dystopia: Industry-Driven Narratives and the EU AI Act
- **4S 2025 Conference: Reverberations** - Fighting for the Fada: Digital Misrepresentation and Cultural Erasure in Ireland's Online Systems

## Professional

Svein Clouston  
(former) Director of Content  
Editions Financial  
[sveinclouston@gmail.com](mailto:sveinclouston@gmail.com)  
07841779135

## Early Education

→ 1993 – 1999

**Crescent College  
Comprehensive, Limerick,  
Ireland**

Honours Leaving Certificate  
(Maths, Applied Maths,  
Physics, Business, English,  
German, Irish)

## Interests

- Cooking and baking (and by extension, eating)
- World travel
- Prolific reading
- Yoga and pilates
- Trying to teach myself to play a musical instrument

## Professional

Apr 2019 – Apr 2023

### Editorial Director, Editions Financial

Editions Financial develops strategic content campaigns for major financial services firms, from global asset management firms to UK household names.

- Working closely with clients and senior stakeholders, including leading calls and pitching ideas, collaborating on project planning and developing great relationships.
- Targeting communications for specific audiences:
  - Whitepapers, thought leadership, sales enablement tools, etc.
  - Webpage content and social media campaigns incorporating SEO best practices.

Jan 2015 – Apr 2019

### Freelance Content Editor

B2B content production for marketing and media clients, including Editions Financial, Forbes.com, King Content and Raconteur Media / The Sunday Times.

- Project management across multiple clients and projects.
- Selected clients:
  - Forbes.com ([Science news and features](#)): Turning academic papers and scientific data into accessible features for a lay audience.
  - The Sunday Times: High-quality B2B writing covering technology regulation, AI, IP, big data, cybersecurity and more.

Aug 2011 – Dec 2014

### Reporter, The Register, London

The Register is a highly respected tech and science website that's been an integral part of the British tech media since the early 90s. As a reporter, I covered a wide range of technology topics and the space and physics beat, including a memorable trip inside the Large Hadron Collider at CERN.

- Sourcing and writing mainstream and corporate technology and science news, features and opinion pieces.
- Field-reporting including at CERN, at ESA in Darmstadt during the successful Philae lander mission and conferences and events at Bletchley Park.
- Deepened and widened expertise in science and technology communications.

Jul 2008 – Jul 2010

### Senior Business Reporter, 7DAYS, Dubai

7DAYS was a daily newspaper in Dubai aimed at the general public. I reported the business news each day, through the global financial crisis, to extremely tight deadlines.

- Responsible for the editorial direction of the business desk, including managing a junior employee.
- Interviewing senior business figures, often including members of the Emirati royal family.
- Navigating a culturally different idea of the role of the media in society.