

Eliana M. Brereton

I am a student of psychology & philosophy interested in the fields of A.I. ethics, algorithmic fairness & transparency, and industrial/organizational psychology. I'm passionate about human-centric algorithmic technology and governance within hiring processes.

Digital marketing professional with skills including social media management, communications, digital promotions, and brand development. Well versed in SEO content creation.

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Professional Experience

Graduate Teaching Assistant

University of Guelph, Guelph, ON

- Full time GTA for the course "Phil1050: Ethics, Knowledge, and Reality".
- Duties include:
 - Facilitating engaging discussions on foundational philosophical topics, such as ethics, metaphysics, and epistemology and leading discussion groups with 20 students each.
 - Providing one-on-one support to students through office hours and feedback on assignments.
 - Assisting with grading coursework and assessing student progress.
 - Coordinating with the course professor to ensure consistency in learning objectives and content delivery.

Digital Accessibility Resource Centre: Support Student

University of Guelph, Guelph, ON

- At my position in DARC, I conduct (primarily webpage) audits, using an assortment of web accessibility monitoring tools, to ensure AODA compliance.
- I also collaborate with Student Accessibility Services, Library Accessibility Services, and Diversity & Human Rights services in a variety of job tasks, including (but not limited to):
 - Contributing to our team's RFPs for various differing accessibility software.
 - Creating and maintaining online education resources.
 - Delivering training sessions (in person and remotely).
 - Creating / supporting the creation of accessible documents, multimedia, and web content across UofG platforms.

Project Assistant – College of Arts

University of Guelph, Guelph, ON

May – Sept. 2023

- Content creation: gathered event photos, videos, testimonials, and stories for digital marketing purposes.
 - Internal newsletter upkeep and curation.
- Ensured all social media, website, and internal stakeholder content upheld UofG AODA Accessibility requirements.
- Produced documentation to facilitate smooth role transitions in the college of arts (i.e., helped contribute to the development of employee handbooks and training materials).
- Produced content compliance guides for creating content that is inclusive and accessible.
- Contributed to the planning, execution, and analysis of COA recruitment events.

Marketing & Communications Coordinator – College of Engineering & Physical Sciences

University of Guelph, Guelph, ON

Sept. – Dec. 2021

- Managed, created, and posted all content/collateral on the College's digital and social media platforms (including multiple giveaways with 100+ applicants each) that upheld the University of Guelph brand identity.
 - Additional duties included photography, photo editing, video editing & transcription, copywriting & interviewing.
- Performed qualitative analysis and research to create a successful campaign for promotion of the Vector Institute in AI scholarships across Instagram, Twitter, and Google Ads.
- Conducted social media analytics, monitoring, and consistent social listening to ensure optimal levels of engagement with all content posted on social media and our website.

Instructional and Technical Support Student – College of Social & Applied Human Sciences

University of Guelph, Guelph, ON

Jan. – Apr. 2021

- Contributed to the process of creating content for the web, which included:
 - Strategizing, writing, publishing, and promotion of articles based on interviews conducted.
 - Writing, editing, and publishing of campus news events articles.
- Contributed to and implemented an integrated digital project (Graduate Student Spotlight) in support of graduate student community building strategies.
- Migrated existing documents into accessible resources, including web accessibility in compliance with AODA Web Content Accessibility guidelines.
- Gained experience with Drupal, HTML, and CSS.

Education

University of Guelph, Ontario

- MA – Philosophy of Data Science
 - Expected graduation Aug/Sept. 2025.

University of Guelph, Ontario

- BA - Psychology (*Co-op Honours*)
 - Graduated April 2024 with 4.0 GPA.
 - Completed an Undergraduate Honours Thesis in the area of G.A.I. (Generative Artificial Intelligence) ethics in differing Human Resources contexts, under the supervision of **Dr. Joshua Skorborg** (Philosophy department).

Awards & Honours

UGS (University Graduate Scholarship) worth \$5,748 & GTS (Graduate Teaching Scholarship) worth \$6,000 for the MA program I am currently enrolled in.

Dean's List Honours (Average > 80%)

- Awarded every semester of my undergraduate degree.

Skills

- Proficiency in R, HTML, and Office Suite.
- Brand management, social media management, and content creation.
- Communications (copywriting, proofreading, interviewing, writing, internal communications).
- Qualitative and quantitative analytics & analysis.
- Project management.