

# Eliana M. Brereton

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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.