

# Eliana Brereton

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## WORK EXPERIENCE

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### Caddie AI

June – Nov 2025

#### **Human Resources, Recruitment and Marketing Specialist**

*Talent Acquisition & Recruitment:*

- Owned end-to-end management of up to 15+ active roles simultaneously, including high-volume sourcing, screening, and interview scheduling across multiple time zones.
- Sourced high quality talent using LinkedIn Recruiter, Boolean searches, AI-powered sourcing tools, and targeted outbound campaigns.
- Partnered with hiring managers to define job descriptions, role requirements, designed structured scorecards, and produced clear evaluation materials to guide decisions.

*Marketing, Brand, & Operations:*

- Produced/developed/consulted on AI-based evaluation materials, structuring scorecards and candidate reports, ensuring clarity, consistency, and accessibility for diverse groups of stakeholders.
- Supported the design and refinement of AI-enabled hiring tools, contributing to fairness, transparency, and user-centred outcomes.
- Translated technical product insights into plain-language communications, preparing client-facing resources and internal briefing content to guide adoption of AI solutions.
- Managed digital communications strategy, including LinkedIn campaigns and stakeholder updates.
- Created sales lead magnets, launch campaigns + accompanying social media content, and demand-generation copy to position brand in the market amongst competitors.
- Collaborated with leadership on storytelling, brand positioning, and go-to-market content strategy decisions.

### University of Guelph

Sept. 2024 – May 2025

#### **Graduate Teaching Assistant**

- Coordinated tutorial delivery and academic support for up to 300+ students at a time, ensuring lecture and seminar sessions were fully accessible, policy-compliant, and aligned with course objectives.
- Interpreted and applied institutional policies (grading rubrics, accommodations, academic integrity) to produce fair and consistent evaluations across multiple courses on a weekly rolling basis.
- Collaborated with faculty and academic staff to monitor progress, resolve issues, and maintain clear communication on grading standards and student concerns.
- Prepared documentation, reports, and feedback that translated complex academic guidelines into plain-language resources for students for multiple classes.
- Facilitated interactive workshops and small-group discussions to encourage critical thinking, respectful dialogue, and equitable engagement with course material.

### Digital Accessibility Resource Centre (UofG)

Jan. 2024 – Sept. 2025

#### **Support Student**

- Conducted compliance audits on University websites using Siteimprove, ensuring alignment with AODA standards.
- Co-authored RFP responses for accessibility software solutions, supporting evidence-based procurement decisions.
- Developed and delivered training sessions on accessibility best practices, translating technical requirements into plain-language resources for diverse stakeholders.
- Created and maintained accessible documents, multimedia, and intranet content to strengthen organizational knowledge-sharing.

- Coordinated hiring support by screening candidates and participating in interviews, contributing to equitable recruitment practices.

### **College of Arts (UofG)**

**May 2023 – Sept. 2023**

#### ***Project Assistant***

- Coordinated student recruitment initiatives by planning, executing, and analyzing events to meet divisional goals.
- Produced compliance documentation and guides to ensure departmental content adhered to AODA standards.
- Managed content strategy for social media accounts, aligning communications with institutional policies.
- Collaborated with faculty and staff to develop procedures that improved accessibility and stakeholder engagement.

### **College of Engineering and Physical Sciences (UofG)**

**Sept. 2021 – Dec. 2021**

#### ***Marketing and Communications Coordinator***

- Managed targeted communications projects, developing campaigns that increased engagement by 100+ participants.
- Produced analytics reports and social listening insights to inform strategic decision-making.
- Authored web content and feature articles, ensuring clarity, accessibility, and alignment with institutional guidelines.
- Coordinated interviews and promotional content development to strengthen stakeholder communication and awareness.

### **College of Social and Applied Human Sciences (UofG)**

**Jan. 2021 – Apr. 2021**

#### ***Digital Support Student***

- Supported the launch of an integrated student support digital initiative by coordinating content development across stakeholders.
- Converted complex policy documents into plain-language, accessible web resources, ensuring compliance with AODA standards.
- Produced digital content across multiple platforms, from planning to publishing, while aligning with accessibility and engagement requirements.

## **EDUCATION**

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### **University of Guelph**

**Graduated May 2025**

*MA, Artificial Intelligence Ethics (Philosophy + Data Science Double Major)*

*Guelph, ON*

- 4.0 GPA throughout degree.
- Completed major research project on AI in talent acquisition and asynchronous interview evaluation.

### **University of Guelph**

**Graduated May 2024**

*BA, Psychology*

*Guelph, ON*

- 4.0 GPA + Dean's list throughout degree.
- Focus on I/O Psych + technology.
- Completed undergraduate honours thesis on ethical implications of using generative AI in HR practices.

## **SKILLS**

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Program coordination and project management; stakeholder engagement and relationship management; policy interpretation and compliance (AODA/WCAG); accessibility auditing and implementation; data analysis and reporting (R, Python); research methodology (qualitative and quantitative); AI ethics and governance frameworks; technical communication and plain-language translation; briefing materials and report production; digital transformation and change management.