Eliana Brereton

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Summary

Digital marketing professional and current MA in Philosophy of Data Science student, with a strong focus on AI applications in HR and Talent Acquisition. Recent graduate of a BA in Psychology (co-op honours) from the University of Guelph, where I specialized in AI ethics and Generative AI in HR. Recognized by peers as a natural leader and problem-solver, with deep interests in XAI, transparent AI systems, and algorithmic auditing.

Experience

Support Student   *Jan. 2024 - Sept. 2024*

Digitial Accessibility Support Centre (University of Guelph)

- Conducted webpage audits and responded to client tickets using a range of web accessibility monitoring tools to ensure digital AODA compliance.
- Contributed to team RFPs for various accessibility software solutions.
- Created and maintained online digital accessibility education resources on the team's SharePoint & the University website.
- Delivered training sessions on digital accessibility topics in person and remotely.
- Created/supporting accessible documents, multimedia, and web content across UofG platforms.

Project Assistant   *May 2023 - Sept. 2023*

College of Arts (University of Guelph)

- Created digital marketing content by attending events and interviewing campus community members.
- Co-managed Instagram and X (formerly Twitter) accounts, developing content strategies for both.
- Ensured social media and website content adhered to AODA standards.
- Developed documentation for department procedures and created AODA compliance guides.
- Assisted with the planning, execution, and analysis of student recruitment events to engage stakeholders and support recruitment goals

Marketing & Communications Coordinator   *Sept. 2021 - Dec. 2021*

College of Engineering and Physical Sciences (UofG)

- Optimized digital media for growth and engagement through targeted social media campaigns.
- Managed and created content, including giveaways that attracted over 100 applicants each.
- Performed monthly analytics and social listening to enhance user engagement.
- Produced community and student feature articles for the College's website.
- Conducted student interviews and developed promotional content for departmental initiatives.

Digital Support Student   *Jan. 2021 - Apr. 2021*

College of Social and Applied Human Sciences (UofG)

- Contributed to and implemented an integrated digital project 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.
- Contributed to the process of creating content for the web, which included strategizing, writing, publishing, and promotion of articles based on interviews conducted.

Education

BA - Psychology (*Co-op, Honours*)

University of Guelph (2019 - 2024)

- 4.0 GPA throughout degree.

MA - Philosophy of Data Science

University of Guelph (2024 - Current)

- Expected graduation 2025.

Key Skills & Strengths

- Social media campaign launches, analytics, engagement strategies, and content creation.
- Ethical AI research (Generative AI, XAI, algorithmic auditing), statistical analysis in R, data manipulation & research paper writing.
- WCAG/AODA compliance, accessibility auditing tools & on-page SEO.
- Project management & communications, event planning, stakeholder engagement, writing/editing, teaching and training delivery.