Eliana Brereton

ebrereto@uoguelph.ca
Guelph, ON | <u>LinkedIn</u>

I am a digital marketing professional skilled in social media management, campaign launches, and SEO content creation. I recently graduated with a BA in Psychology (co-op honours stream) from the University of Guelph, completing my honours thesis in AI ethics. My research focuses on the ethical use of Generative AI in HR practices. My research interests include XAI, transparent AI systems, and algorithmic auditing. My peers would describe me as a natural leader and problem-solver.

EDUCATION

BA - Psychology (*Co-op Honours*)
2019 - 2024

- University of Guelph, ON
- 4.0 GPA throughout degree.

MA - Philosophy of Data Science
2024 - Current

- University of Guelph, ON
- Thesis and MRP based program.

PROFESSIONAL EXPERIENCE

Digitial Accessibility Support Centre   **Jan. 2024 - Sept. 2024**
Support Student

I conduct (primarily webpage) audits using an assortment of web accessibility monitoring tools to ensure AODA compliance. Other frequent/repeated tasks in this position include:
- Contributing to our team's RFPs for various accessibility softwares.
- 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.

College of Arts (University of Guelph)   **May - Sept. 2023**
Project Assistant
- Created content for digital marketing by attending events and interviewing campus community members.
- Co-managed Instagram and X accounts (including their content and strategy) with hundreds of followers each.
- Ensured all social media & website content was adherent to AODA accessibility standards.
- Developed documentation for department procedures and created AODA compliance guides.
- Supported in the planning, execution, and analysis of student recruitment focused events in order to engage with stakeholders and contribute to student success & recruitment goals.

College of Engineering and Physical Sciences (UofG)   **Sept. - Dec. 2021**
Marketing & Communications Coordinator
- Optimized digital media for growth and engagement through social media campaigns.
- Managed and created content, including successful giveaways with 100+ applicants.
- Conducted monthly analytics and social listening to enhance engagement.
- Produced community/student feature articles for the College's website.
- Conducted student interviews, wrote articles, and created promotional content.

College of Social and Applied Human Sciences (UofG)   **Jan. 2021 - Apr. 2021**
Digital Support Student
- 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.