

# Eliana Brereton

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## WORK EXPERIENCE

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### Caddie AI

June – Nov 2025

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

*Recruiting & Candidate Operations:*

- 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 top-tier talent using LinkedIn Recruiter, Boolean searches, AI-powered sourcing tools, and targeted outbound campaigns.
- Evaluated inbound and referred candidates, wrote detailed reviews, and advanced top profiles through hiring pipelines.
- Partnered with hiring managers to define job descriptions, role requirements, designed structured scorecards, and produced clear evaluation materials to guide decisions.
- Coordinated multi-stakeholder recruitment projects, tracking deliverables, aligning timelines, and ensuring smooth communication across candidates and leadership.
- Managed candidate pipeline development and proactive outreach campaigns, maintaining high engagement rates through structured follow-up and transparent communication.

*Marketing & Brand:*

- Lead content calendar development and social media strategy, created engaging posts across platforms.
- Wrote branded messaging for candidate outreach, client communications, and marketing channels.
- Created sales lead magnets, launch campaigns + accompanying content, and demand-generation copy to position Caddie 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 50+ students, ensuring sessions were 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.
- 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; content strategy and digital communications; full-cycle recruitment coordination; high-volume candidate sourcing and screening; interview scheduling and logistics management; candidate pipeline development and management;