

Eliana M. Brereton

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.

Professional Experience

Graduate Teaching Assistant

University of Guelph, Guelph, ON

Sept. 2024 - Current

- Full time GTA for the courses: "PHIL1050: Ethics, Knowledge, and Reality" & "PHIL1010: Social & Political Issues In Philosophy".
- 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

January – August 2024

- 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.

Volunteering

Regional Bowl Lead

Ethics Bowl Canada, Guelph, ON

Dec-Feb 2024

- Lead the planning and execution of the 2025 Guelph Regional Ethics Bowl, managing logistics and coordination for the entirety of the event.
- Designed the tournament structure to ensure a fair and engaging experience for participating teams.
- Coordinated with 75+ judges, moderators, and volunteers (with varying schedules) to streamline event operations leading up to and on the event day.
- Acted as the main point of contact for participants, sponsors, and stakeholders, maintaining alignment with the Ethics Bowl's mission.
- Encouraged education and critical thinking among young aspiring students by fostering collaboration and creating a positive, inspiring atmosphere for all attendees and volunteers.
- Conducted administrative tasks such as managing schedules, compiling data, and coordinating logistics using tools like Excel and other data management systems.

Moderator

Ethics Bowl Canada, Guelph, ON

Feb 2023

- Facilitated meaningful discussions among student teams as a volunteer moderator for the 2024 Guelph Regional Ethics Bowl.
- Supported event organizers with time management, clear communication to participants, and upholding the Ethics Bowl's mission of fostering critical thinking and collaboration.

Education

University of Guelph, Ontario

- MA – Philosophy of Data Science
 - Currently Enrolled.
 - 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 Skorburg** (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 Python, R, HTML, and Office Suite.
- Qualitative and quantitative analytics & analysis.
- Brand management, social media management, and content creation.
- Communications (copywriting, proofreading, interviewing, writing, internal communications).
- Project management.