Eliana Brereton

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AI Ethics & HR Analytics Specialist

Summary

MA candidate in AI Ethics with a 4.0 GPA & co-op BA in Psychology, University of Guelph. Expert in auditing algorithmic decision-making, designing explainable AI (XAI) frameworks, and conducting statistical analyses in R. Proven ability to translate complex compliance standards (AODA/WCAG) into accessible resources, and to collaborate with cross-functional teams on AI governance initiatives. Looking to leverage my research on AI-human agreement in Automated Video Interviews to drive fair and transparent talent-acquisition solutions.

Experience

Support Student   *Jan. 2024 - Sept. 2024*

Digital Accessibility Support Centre (University of Guelph)

- Conducted comprehensive webpage accessibility audits using Siteimprove to ensure AODA compliance.
- Co-authored RFP responses for new accessibility software solutions across multiple departments.
- Developed and delivered training sessions on digital accessibility best practices to staff and students.
- Created and maintained accessible documents, multimedia, and web content on SharePoint and the University website.
- Assisted with the team's hiring process by screening candidates and participating in interviews, helping select new Support Students.

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)

- Supported design and launch of an integrated digital initiative to foster meaningful graduate student community engagement.
- Converted legacy documents into accessible web resources, ensuring full compliance with applicable AODA Web Content Accessibility guidelines.
- Contributed to full web content production cycle, including strategy development, planning, writing creative articles, publishing online, and promoting timely interview-based features across platforms.

Education	Technical Skills	Domain / "Soft" Skills
	Ethical AI Research	Cross-functional stakeholder engagement
MA - Ethics of Artificial Intelligence *University of Guelph (2024 - Current)*	R (data analysis & visualization)	Project management & communications.
- Graduation in June 2025.	Python (data manipulation & scripting)	Research design & academic writing.
	WCAG/AODA compliance & accessibility auditing tools.	Training delivery & teaching.
BA - Psychology (*Co-op, Honours*) *University of Guelph (2019 - 2024)*		Writing & editorial skills.
- 4.0 GPA throughout degree.	Social media analytics & content creation.	Public speaking & presentations.