Callum Guthrie | Curriculum Vitae

CLIENT SERVICES DATA ANALYST · COMPUTER SCIENCE GRADUATE

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Applicable Experience

TVSquared
Edinburgh, Scotland

CLIENT SERVICES DATA ANALSYT
May. 2015 - PRESENT

- Manipulating, cleansing and processing data using Excel, Python, MongoDB and PostgreSQL
- Responsible for loading, extracting and validation of client data
- Analysing raw data, drawing conclusions and developing recommendations
- Data entry, data auditing, creating data reports and monitoring all data for accuracy
- Supplying qualitative and quantitative data to colleagues and clients
- Acting as evening Duty Manager to provide support for clients around the world in various time zones

Children 1ST (Charity)
Edinburgh, Scotland

CORPORATE DATABASE PROJECT VOLUNTEER
Feb. 2015 - Jun. 2015

- Extensive use of the fundraising database tool Raiser's Edge (Blackbaud, Inc.)
- Ensure that the corporate fundraising team has all database records up to date and amend any records where changes have occurred
- Advised on the suitability of methodologies and suggesting improvements
- Work on the database project so that historical records are correct and in-line with database protocols

Marks and Spencer
Livingston, Scotland

CUSTOMER ASSISTANT
Oct. 2011 - Jul. 2015

- Elected member of the Big Involvement Group (BIG). BIG plays a major part in ensuring everyone counts, providing good conditions for work and consulting employees about matters which affect them
- Plan A champion for the store. Plan A is a green strategy with emphasis on cutting waste, saving energy, trading fairly and promoting animal welfare
- Trainer and first point of contact for Marks and Start initiative. Marks and Start is a work placement programme which helps people who face barriers get into work

Interpersonal Attributes

COMMUNICATION

- Provide support for clients from around the world throughout their time using the TVSquared system
  - Demonstrating the complex modelling methodologies - how it all works
  - Troubleshoot with clients identifying and resolving bugs and setup irregularities
- Appointed team leader and group liason in an award winning third year university project
  - Motivated the team to achieve the end goal by organising regular meetings and ensuring every member had the opportunity to contribute

PROBLEM-SOLVING

- Analyse client data to make recommendations on how best to optimise their TV campaign
- Lead training sessions to assist employees enrolled in the Marks and Start programme
  - Helped overcome barriers faced by a diverse group of people, implementing an appropriate training framework and ensuring a suitable working environment was in place
- Developed several robust applications in a vareity of coding langauges which involved logical thinking and strategic planning
  - Examples include aeroplane route planners, code compilers and web programs

WORK ETHIC AND DETERMINATION

- Actively pursue opportunites in other business areas within TVSquared to obtain a holistic view of the company
  - Work on projects and experience all aspects of a start-up company incuding Sales, Marketing and Development
- Succeeded in maintaining a balance between work and university studies

Technology Summary

Core Skills

- **Languages/Programming**: Java, Python, HTML, CSS, JavaScript, PHP, XML, VBA
- **Databases**: MySQL, PostgreSQL, MongoDB, Neo4j, Apache Cassandra
- **Software packages**: Microsoft Excel, Documents, Powerpoint. LibreOffice Writer, Calc, Impress
- JavaScript
  - Constructed a variety of data visualisations such as choropleth maps, tree maps and waterfall charts using D3 and the Google visualisation API
- MySQL and PostgreSQL
  - Created and maintained several MySQL databases including designing a database structure as a relational data model for a tour guide company
  - Implemented and maintained the backend database using PostgreSQL for a wealth management application for financial advisers to control their clients stocks and shares
- MS Excel, VBA and Powerpoint
  - Regular use of advanced Excel functionality such as using pivot tables, indirect, index and vlookup
  - Designed and created multiple VBA scripts to transform client given data into a specified format, easing the overhead for the client and thus securing more internal company revenue
  - Produced regular slide decks using MS Powerpoint for clients analysing their TV media buy performance

Academic Qualifications

Heriot-Watt University
B.S.c (Hons) in Computer Science - Upper second class

Edinburgh, Scotland
Sep. 2012 - May. 2016

- First class dissertation thesis: A Comparison of NoSQL and Indexing Solutions for Big Data
  - Using a real world dataset from the biological environment, compare and contrast the functional and analytical capabilities of NoSQL solutions.

Braes High School
Scottish Highers

Falkirk, Scotland
Aug. 2004 - Jun. 2010

- 4 passes: English, Mathematics and Modern Studies at grade B and Physical Education at grade C

Significant Achievments

TVSquared

- Started as a summer intern in May 2015, and was then offered a permanent contract in September 2015 to work on a part time basis, coinciding with studies.

Marks and Spencer

- Voted employee of the month on four occasions for providing excellent customer service and going above and beyond the expectations of the job role.

University

- Awarded the Scott Logic Best Group Prize for producing the best overall year long university software engineering project.
- Lead a team which developed a wealth management application for financial advisers to control their clients stocks and shares.
- Acted as group liason and team leader whilst also playing a main engineering role implementing the backend database in PostgreSQL and frontend using Ruby on Rails.

Silver Duke of Edinburgh Award

- Effective communication was essential in order to succeed in achieving the award.
- Completed a challenging walking expedition where, at times, I had to fulfil both a leadership and team playing role.

Hobbies and Interests

Social

- Acting as Social Executive Officer for TVSquared. Organising all company social events and team building exercises
- Played football competitively from a young age and was captain of my team throughout my playing career
- Undertook a coaching role for my team in 2009. I lead team training sessions and took control of several matches
- I enjoy listening to music, going to the gym to keep fit and meeting up with friends