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DOUG GUTHRIE

Education

- 2007-2008 Certified Web Design Graduate – Internet Professional Program
▪ **Awarded Best of Show**
Kennesaw State University Kennesaw, GA
- 1984-1989 Bachelor of Business Administration Degree
Kent State University Kent, OH

Computer Skills

Photoshop, Dreamweaver, Flash, HTML, CSS, JavaScript, MySQL, phpMyAdmin, Audacity, Microsoft Excel, Word, Access, PowerPoint

Employment

- 1989-2008 **The Nielsen Company** Atlanta, GA
Regional Manager (2000 – 2008)
- Independently manage and oversee entire Atlanta Field Office Operations which includes 4 Nielsen TV markets and 50+ employees
 - In-depth knowledge of Nielsen Ratings, demographics, shares and ratings points
 - Successfully manage installation and maintenance of Local People Meter Sample in Atlanta, a top 10 television market
 - Accountable for preparing and maintaining annual budget
 - Daily analysis of market and employee performance
 - Responsible for on-going communication with employees, Marketing Account Executives, Departmental VP's and Television Research Directors
 - Produce reports as needed on market performance and projections for Nielsen Vice Presidents and Marketing Account Executives
 - Responsible for interviewing and hiring new employees

Portfolio

<http://kip.kennesaw.edu/~dguthrie/index.html>

References

Available Upon Request