HOLLY SPELLMANN

WEB & DIGITAL ANALYST

CONTACT

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Lovettsville, VA

ABOUT ME

Digital product analytics leader with 6+ years of experience translating complex behavioral data into actionable insights for product, marketing, and content teams. Proven expertise in analytics governance, measurement strategy, funnel optimization, and executive-ready dashboarding using Adobe Analytics, GA4, Power BI, and Looker Studio. Known for improving data quality, aligning analytics to business outcomes, and enabling teams to confidently use data to guide decisions. Adobe Analytics Certified Business Professional.

EDUCATION

B.S. Environmental Science/ minor in Communication Arts
University of the Incarnate Word

Adobe Analytics Certified Business Professional

KEY SKILLS

Analytics & Measurement
- Adobe Analytics
- Google Analytics (GA4)
- Measurement Strategy & Data Layer Definition
- Funnel, Path & Conversion Analysis

Dashboards & Data
- Power BI
- Looker Studio
- SQL

Governance & Enablement
- Analytics Implementation Auditing & QA
- Stakeholder Reporting & Data Storytelling
- Cross-functional Collaboration (Product, Engineering, Marketing)
- Analytics Training & Enablement

CAREER HIGHLIGHTS

AMERICAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE: DIGITAL ANALYTICS DATA STEWARD

- Own enterprise-wide digital analytics governance across Science.org and affiliated properties, ensuring accurate, consistent, and privacy-aligned measurement to support product, marketing, and content decisions
- Develop and maintain a centralized Solution Design Reference (SDR) used by developers, analysts, and stakeholders as the system of record for digital measurement
- Partner cross-functionally with product managers, developers, and external consultants to define tracking requirements, QA implementations, and validate data prior to release
- Design and deliver executive- and stakeholder-ready dashboards using Power BI, reducing manual reporting and increasing trust in self-service analytics
- Architect an automated reporting pipeline using Adobe Analytics Data Warehouse exports, improving data reliability and refresh cadence
- Serve as a subject-matter expert and internal consultant, training teams on analytics interpretation, dashboard usage, and data-informed decision-making

NATIONAL ASSOCIATION OF MANUFACTURERS:
DATA OPERATIONS ANALYST

- Wrote daily SQL queries to build and maintain audiences for Salesforce Marketing Cloud
- Supported BigQuery analytics data pipeline documentation, validation, and quality assurance
- Collaborated with marketing and analytics teams to ensure accurate audience definitions and trusted data inputs

AMERICAN MEDICAL STUDENT ASSOCIATION:
DIGITAL MARKETING MANAGER

- Served as primary administrator for Google Analytics and Google Tag Manager, supporting measurement across web and campaign experiences
- Built Looker Studio dashboards to surface actionable insights on engagement, content performance, and campaign effectiveness
- Partnered with marketing and communications leaders to translate analytics into strategic recommendations