

# Maitreyee Hunter, MBA

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## EDUCATION

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### Liberty University

*Master of Business Administration: International Business*

- National Honors Society: Omega Nu Lambda
- Bloomberg Terminal Market Concepts Certification

### University of Utah

*Bachelor of Science: Mass Communications*

- Specialization: Public Relations, Advertising, and Marketing

Lynchburg, VA

2020-2021

Salt Lake City, UT

## WORK EXPERIENCE

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### Clearlink

*Quality Assurance- Content Specialist*

- Proof and audit various marketing materials, websites, and documents to ensure that pricing, claims, disclaimers, promotions, and styling meet both internal and brand compliance standards
- Audit the master database for Consumer Brands each quarter of the year to verify package prices and disclaimers. This database includes over 70 brands and 500 prices and disclaimers
- Conduct a weekly data push for RedB and Reviews.com website which includes publishing data through WordPress, verifying content, and publishing to live site.
- QA deliverables from the copy, designing, and development teams to ensure compliance guidelines are followed by reviewing marketing materials
- Create SOP documentation that explains our departments processes and training guides for Airtable and RedB tasks
- Identify and elevate potential concerns to in-house Legal Counsels and provide research or cite procedure to support positioning as needed
- Respond to and close initiatives in a timely manner to ensure accurate launch of campaigns and promotions
- Host and lead monthly meetings and presentations with cross-functional teams to collaborate brand updates with a wider group over Zoom

Draper, UT

Jan 2023- Present

### Primary Residential Mortgage, Inc

*Marketing Compliance Specialist*

- Analyzed digital marketing initiatives and reviewed them for compliance, identifying potential issues and recommending updates like disclaimers or corrections when necessary, ensuring 100% compliance for 150+ monthly media projects
- Collated various sales and marketing documents into detailed cases for management review, consistently meeting KPIs and exceeding department milestones and goals, achieving top performing department 2X
- Responded to over 500+ case requests within a 6-month period that required marketing compliance review using Salesforce.
- Prepared 80% of written communications to staff and field partners related to digital marketing and mortgage regulations, ensuring compliance with updated policies
- Collected and analyzed marketing data and marketing materials for state and federal audits for the Western Region
- Create quarterly QA report that reviews over 40 social media pages that analyze their compliance for regulation requirements
- Managed the completion of 30 mortgage compliance courses provided by The Mortgage Banking Association
- Document personal work accomplishments for annual reviews to show management compiled milestones and learning experiences

Salt Lake City, UT

Sept 2021- Dec 2022

### Primary Residential Mortgage, Inc

*Digital Marketing Compliance Specialist*

- Created a more efficient system for reviewing documents and identifying errors, saving the company an average of 4 hours per day.
- Successfully communicated changes in digital marketing and mortgage regulations to staff and field partners, resulting in no major compliance issues
- Analyzed and responded to 60% of digital marketing approval initiatives to ensure compliance with regulations for websites and other electronic media materials, resulting in 100% compliance
- Knowledge of mortgage state and federal regulations that include Fair Lending, RESPA, ECOA, FCRA, SAFE Act, TILA and UDAAP

Salt Lake City, UT

Feb 2017- Aug 2019

## LEADERSHIP VOLUNTEER EXPERIENCE

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### Upkey

*Manager of Individual Mentorship*

- Board member of the Mentorship Advisory Council consisting of over 20 members
- Manage mentorship operations by recruiting 20+ mentors and coaching them for mentor success.
- Assign 30 mentors to interns associated with their academic profession through an application form
- Hosted individual mentor sessions to ten interns weekly discussing career paths and business skills
- Mentor and educate 200+ interns globally for academic success and provide guidance on college admissions and academic courses

Chicago, IL

Jan 2021- Sept 2021

## SKILLS & INTERESTS

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**Skills:** Compliance strategy, data analysis, state and federal audits, budget analysis, policy and procedure creation, active listening, critical thinking, advertising, supervision, performance, organize, market research, & digital marketing optimization