

Maitreyee Hunter, MBA

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WORK EXPERIENCE

ActiveComply

Orlando, FL

Marketing Compliance Specialist

Jan 2024- Present

- Monitor and review social media profiles of loan officers using the ActiveComply platform to ensure adherence to company policies and industry regulations
- Received the Certified Mortgage Compliance Professional Certification Level 1 through the Mortgage Bankers of America
- Identify potential compliance violations such as inappropriate advertising, misleading content, or non-compliant disclosures
- Collaborate with internal compliance, marketing, and legal teams to address flagged content and provide recommendations on remediation steps
- Enhanced technical proficiency by earning Claude AI certification and applying learned concepts to automate business processes and improve operational efficiency.
- Maintain relationships with current clients and find opportunities to upsell products to grow quarterly sales goals
- Stay informed about regulatory changes in the mortgage and financial services industries to ensure ongoing compliance
- Issue corrective action tickets using the SocialShield and WebCompass platforms. Respond to loan officer support inquiries, including phone and email conversations—close tickets upon corrective action completion
- Create and manage multiple project management tasks for loan officers, achieving a 90% success rate in meeting key performance indicators (KPIs).
- Promote and educate consumers on various brand products through e-commerce platforms, enhancing product awareness and driving customer engagement
- Developed a federal regulation AI matrix that details mortgage lending definitions, applicable regulations, and legal marketing practices
- Updated the remote work state-by-state matrix by verifying policies, guidelines, and government source links
- Utilize the company CRM platform (HubSpot and Salesforce) for client communication and internal file upkeep.
- Knowledge of mortgage state and federal regulations that include Fair Lending, RESPA, ECOA, FCRA, SAFE Act, TILA, and UDAAP

Clearlink

Draper, UT

Quality Assurance- Content Specialist

Jan 2023- Oct 2024

- Proof and audit various marketing materials, websites, and documents to ensure pricing, data speeds, promotions, and disclaimers meet both internal and brand compliance standards
- Audited the master database and Airtable for Consumer Brands semi-annually to verify product and brand updates for all consumer brand teams. This database includes over 100 brands and 800 prices, disclaimers, and data caps
- Communicated with consumer brand teams Reviews.com, CableTV.com, Satelliteinternet.com, and HighspeedInternet.com to ensure product accuracy and brand updates
- Collaborated with the Partner Strategy Department and consumer brand representatives for brand updates and email communication
- Created SOP documentation that explains our department's processes and training guides for Airtable
- Managed QA deliverables from copy, design, and development teams to review compliance guidelines, followed by reviewing marketing content
- Responded to and closed initiatives promptly to ensure the accurate launch of campaigns and promotions
- Hosted and led monthly meetings and presentations with cross-functional teams to share brand updates with a wider group

Primary Residential Mortgage, Inc.

Salt Lake City, UT

Marketing Compliance Specialist

Feb 2017- Aug 2019, Sept 2021- Dec 2022

- 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
- Collected various sales and marketing documents into detailed cases for management review, consistently meeting KPIs and exceeding department milestones and goals, achieving a top-performing department rating
- Responded to over 500+ case requests within 6 months 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
- Create a quarterly QA report that reviews over 40 social media pages and analyzes their compliance with regulatory requirements
- Document personal work accomplishments for annual reviews to show management compiled milestones and learning experiences
- 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

LEADERSHIP VOLUNTEER EXPERIENCE

Upkey

Chicago, IL

Manager of Individual Mentorship

Jan 2021- Sept 2021

- Former board member of the Mentorship Advisory Council, consisting of over 20 members
- Managed mentorship operations by recruiting 20+ mentors and coaching them for mentor success
- Assigned 30 mentors to interns associated with their academic profession through an application form
- Mentored and educated 200+ interns globally for academic success and provided guidance on college admissions and academic courses
- Hosted individual mentor sessions with ten interns weekly, discussing career paths and business skills

CERTIFICATIONS

Mortgage Bankers Association

Washington, DC

Certified Mortgage Compliance Professional Level 1

ScrumAlliance

Westminster, CO

Certified ScrumMaster

Bloomberg

North Pole, AK

Terminal Market Concepts

EDUCATION

Liberty University

Lynchburg, VA

Master of Business Administration: International Business

- National Honor Society: Omega Nu Lambda

University of Utah

Salt Lake City, UT

Bachelor of Science: Mass Communications: Public Relations, Advertising, and Marketing

SUMMARY & SKILLS

Skills: Regulatory compliance, contract analysis, compliance analysis, ScrumMaster, Confluence, Hubspot, Tableau, JIRA, Salesforce, Asana, Workfront, Airtable, Google Analytics, SQL, social media content management, brand strategy, marketing compliance, agile planning, data optimization, risk management, data analysis, state and federal audits, budget analysis, policy and procedure creation, active listener, data-driven, a skilled collaborator, market research, project management & digital marketing optimization