

# JMATT - @JMATTMKE

*Milwaukee-Based Content Creator  
+ Mental Health Advocate*



## ABOUT JMATT

JMatt is many things: a mental health advocate, an entrepreneur, a social media specialist, and a content creator with an emphasis on supporting local businesses.

On Instagram, he has participated in the #22PushupChallenge for over 2,000 days in a row (starting on January 3, 2017). Which is over 5.5 years of commitment and more than 44,000 pushups.

**2,000+**

DAYS OF PUSHUPS

Daily suicide awareness for close to 5,000 IG followers.

**250M**

GIF VIEWS

Verified GIPHY account with searchable GIFS worldwide.

**180K**

TIKTOK FOLLOWERS

Supporting Milwaukee businesses with TikTok.

## DEMOGRAPHICS

JMATT'S  
AUDIENCE

**Instagram (4,911 followers):** 52% Women / 48% Men

86% 18-44 years old (25% 25-34 years old)

31.5% live in Milwaukee, WI (3% West Allis, 3% Wauwatosa)

**TikTok (180,915 followers):** 57% Women / 43% Men

83% live in the United States

21% video completion rate (last 30 videos)

Comments are often written by those in SE WI

## 22 PUSHUP CHALLENGE

### DAILY SUICIDE PREVENTION

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The 22 pushups challenge started as a way to bring awareness to the 22 combat veterans that die by suicide each day. Per a 2019 Department of Veteran Affairs report, that the number has dropped to an average of 17 per day (which is still too high!).

JMatt promotes resources with each post: the National Suicide Prevention Lifeline (1.800.273.8255) and the Crisis Text Link (text HELLO to 741-741).



## HASHTAGMKE

### MILWAUKEE-BASED NETWORKING

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On January 12, 2017, JMatt hosted the first-ever HashtagMKE event which would later become Milwaukee's premier networking community for social media enthusiasts and content creators.

On April 14, 2021, JMatt launched a merch line to go with a brand new website: [HashtagMKE.com](https://HashtagMKE.com)!

## COLLABORATION

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### WORKING WITH JMATT

JMatt is always interested in meeting new people and finding fun ways to collaborate on new (or recurring) projects. Anything from hosting events in the city of Milwaukee to doing a quick set of 22 pushups for suicide awareness and prevention!

Contact JMatt at [JMATTmke@gmail.com](mailto:JMATTmke@gmail.com) or DM him on social media @JMATTmke!