

HASHTAGMKE

ASSOCIATES PROGRAM

FOR ASSOCIATES

2025





THE STRUGGLE

You're interested in a social media career but have little to no experience working for a business brand.

Entry-level positions don't offer much (if any) training on how to be strategic with social media content.

Essentially, you're 'on your own' to figure it out without access to a budget or team.



**WHAT IF THERE WAS A
PROGRAM TO HELP YOU
GET STARTED - WITH
PAID TRAINING?**



HASHTAGMKE CAN HELP

Our goal is to empower you to confidently manage the social media strategy of small businesses.



YOUR MENTOR



JMatt (HashtagMKE Founder)

- 15+ years of digital marketing experience
 - 180,000 followers on TikTok and 17,000+ on Instagram
- Influencer marketing with sponsored content
 - **Subway**
 - **Red Bull**
 - **Summerfest**
- Coach of content creators/influencers, entertainers, and radio personalities
 - **DJ Shawna** (Official DJ for the Bucks)
 - **Riggs** (formerly of 103.7 KISS-FM)
 - **Aaron Carreno** (formerly of 99.1 The Mix)
- Strategic planning for agencies, government organizations, media outlets, non-profits, and more



ASSOCIATES PROGRAM

- Paid training before being paired with a small business
- Monthly mentorship sessions to review social media needs for your assigned small business
- Working with a small business to provide them with
 - Strategic planning
 - Content calendar management
 - Video editing and graphic design
 - Writing post copy and publishing content
- Ongoing access to JMATT as a resource for questions, tips on best practices, and additional training as needed



COMPENSATION

- \$15/hour for training
- \$300/month* when working with a small business
 - *businesses will agree to a ***minimum*** of 20 hours/month at \$15/hour for 6 months



REQUIREMENTS

- Available to work a minimum of 20 hours/month
- Own a smartphone
- Own (or have access to) a laptop/desktop computer
- Optional: live in the greater Milwaukee area
 - Most work will be done remotely
 - Milwaukee clients may prefer someone local to visit 1-2 times a month to grab content





ARE YOU INTERESTED? APPLY!

Send your resume (1-page) to
JMatt@HashtagMKE.com

No cover letters - include your interest in the
email's message (1 paragraph max)