

**HASHTAGMKE**

# **ASSOCIATES PROGRAM**

***FOR ASSOCIATES***





# 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)

- Nearly 20 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 with JMATT to review your social media performance and provide feedback
  - Ongoing access to JMATT as a resource to learn from
- Work directly with a small business to provide:
  - Strategic approach based on performance and research
    - Initial strategy is developed by JMATT for you to implement
  - Content planning and calendar management
    - Short-form video editing and graphic design
    - Draft post copy and publish content



# COMPENSATION

Pay rate of **\$15/hour**

- Paid training of approximately \$75 (*takes about 5 hours*)
- \$300\*/month after starting with a business
  - Businesses agree to a minimum of 20 hours/month



# 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 require their Associate to visit their location 1-2x per month to create content
    - Associates outside of the Milwaukee area won't be assigned to clients that require on-location content creation





## **ARE YOU INTERESTED? APPLY!**

Send your resume (*limited to 1 page*) to  
[JMatt@HashtagMKE.com](mailto:JMatt@HashtagMKE.com)

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