



Michael Valdes

HOT JEWISH ENERGY

Creator • Media Personality • Producer
Pop Culture • Jewish Culture • Identity • Entertainment

2026 MEDIA KIT

@hotjewishenergy

About Michael + HJE

Michael Valdes is a New York-based creator, media personality, producer, actor, and writer behind Hot Jewish Energy, a digital platform exploring pop culture, entertainment, identity, Israel, and Jewish culture through commentary, humor, and community-driven storytelling.

A queer Cuban-Iranian-American Jew, Michael brings a distinctly multicultural and Gen Z/Millennial perspective to conversations happening online and off — pairing sharp cultural commentary with humor, vulnerability, and a little chaos.

Since launching Hot Jewish Energy in 2022, Michael has built an engaged cross-platform community and created content reaching hundreds of thousands of viewers beyond his core following. His work spans short-form video, social campaigns, podcasting, editorial media, live events, and brand partnerships.

Michael has collaborated with organizations including StandWithUs, ISRAEL21c, Hillel, Birthright Israel, RootOne, and A Wider Bridge, while expanding Hot Jewish Energy into a broader culture-forward media brand.

Pop culture. Jewish culture. Identity. Entertainment. Hot takes included.

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The HJE Audience

Demographics



70%



30%

**Core Age Range
25-44**

Audience Interests

Pop Culture

Jewish Culture

Entertainment

Identity

Israel + Diaspora

Top Geographic Markets

United States — 63%

New York — 10%

Los Angeles — 4%

Israel — 9%

A Culture-Forward Community

Hot Jewish Energy reaches a highly engaged Gen Z and Millennial audience drawn to pop culture, entertainment, Jewish identity, Israel, internet culture, and conversations that inspire people to share, comment, and engage.

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Reach + Performance



FOLLOWERS ACROSS
PLATFORMS

43K+

COMBINED
VIEWS

8.6M+

INSTAGRAM
VIEWS

7.7M

TIKTOK
VIEWS

918K

Performance period: May 2025 – May 2026

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Content That Travels

Click to view full post



Views: 104.9K Interactions: 123.4K
Sends: 99.5K Profile Activity: 8.1K



Views: 81.3K Interactions: 83.6K
Sends: 69.1K Profile Activity: 9.3K

Click to watch



Views: 503.8K Interactions: 54.3K
Sends: 8.7K Profile Activity: 1.8K



Views: 223.2K Interactions: 33K
Sends: 16K Profile Activity: 1.8K

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Partner with HJE

Michael partners with brands, organizations, cultural institutions, and campaigns that align naturally with the Hot Jewish Energy audience — creating content that feels native to his platform rather than dropped into it like an ad.

Ways to Work Together

SPONSORED CONTENT

Reels • TikToks • Carousels • Stories

EVENT COVERAGE

On-site social coverage • Interviews • Red carpet • Cultural events

UGC + CONTENT PRODUCTION

Creator-led content developed for brand-owned channels

BRAND AMBASSADORSHIPS

Long-term partnerships and recurring campaigns

SPEAKING + MODERATING

Panels • Keynotes • Campus events • Conferences • Podcasts

CUSTOM CAMPAIGNS

Multi-platform concepts built around specific campaign goals

StandWithUs



RootOne



Jewish Federations
of North America

Hillel
International



OpenDor
Media



TAGLIT
BIRTHRIGHT
ISRAEL



UJA Federation
NEW YORK



Creator Partnerships

INSTAGRAM STORIES

Starting at

\$175

DEDICATED IN- FEED CONTENT

Starting at

\$850

Reel • Carousel • TikTok

Custom packages are available based on campaign scope, platform, deliverables, production needs, usage rights, exclusivity, and timeline.

Speaking Topics

- Jewish Representation in Pop Culture & Entertainment
- Building an Authentic Digital Community
- Jewish Identity & Intersectionality
- Antisemitism in the Digital Age
- Storytelling as Advocacy

Custom talks, panels, workshops, and moderated conversations available.



Let's Make Something Hot

Brand Partnerships • Campaigns • Speaking • Events • Media

Michael Valdes

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SOCIAL



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LISTEN + WATCH



Hot Jewish Energy:
The Podcast

VIEW MICHAEL'S WORK

