

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.

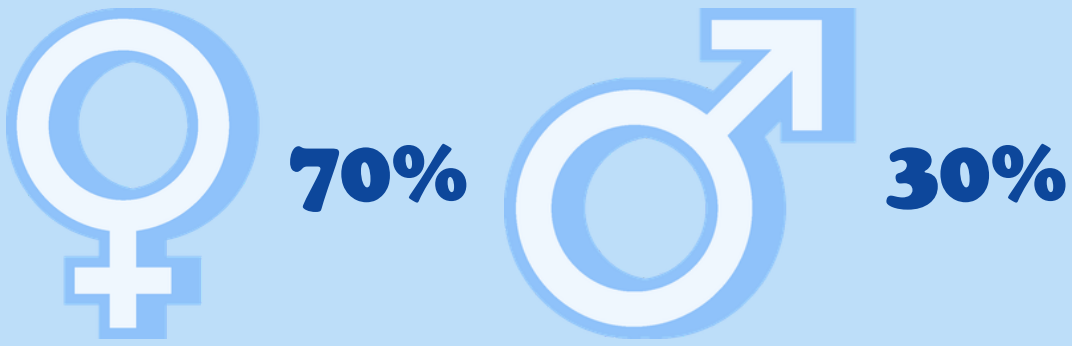
Michael has collaborated with organizations including StandWithUs, ISRAEL21c, Hillel, Birthright Israel, RootOne, and A Wider Bridge, while expanding Hot Jewish Energy into a broader culture-forward media brand.

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

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The HJE Audience

Demographics



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
Sends: 99.5K

Interactions: 123.4K
Profile Activity: 8.1K



Views: 81.3K
Sends: 69.1K

Interactions: 83.6K
Profile Activity: 9.3K

Click to watch



Views: 503.8K
Sends: 8.7K

Interactions: 54.3K
Profile Activity: 1.8K



Views: 223.2K
Sends: 16K

Interactions: 33K
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 · A WIDER BRIDGE™ · Jewish Federations of North America · Hillel International · OpenDor Media · TAGLIT BIRTHRIGHT ISRAEL · UJA Federation NEW YORK

Creator Partnerships

INSTAGRAM STORIES

Starting at

$250

DEDICATED IN-FEED CONTENT

Starting at

$1,000

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