

YMD MEDIA GROUP

Creative Futures Digital Info Pack

Welcome to YMD Media Group

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YMD Media Group is a Milwaukee-based creative consultancy. We help artists, nonprofits, and businesses build their brands through content production, social media strategy, brand development, and AI-powered creative tools.

Founded by Tone Mensah — a Milwaukee native with roots in music, media, and community. We build the bridge between creative vision and real-world execution.

WHAT WE DO

- **Brand Development** — Logos, brand kits, visual identity systems, and style guides
- **Content Production** — Photo, video, social media content, and campaign assets
- **Social Media Strategy** — Platform management, growth strategy, and analytics
- **AI Creative Tools** — AI upskilling workshops, workflow automation, and digital literacy
- **Event Production** — The Lab creative residency, community events, brand activations

CONNECT WITH US

Tone Mensah — Founder & Creative Director

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APPLY FOR AN INTERNSHIP

join.ymdmedia.co → Scan the QR code or visit the link

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Creative Career Pathways

Creative Careers Are Real Careers

The creative industry is one of the fastest-growing sectors in the economy. Here are three clear paths — no traditional degree required to get started.

PATH 1: BRAND DESIGNER

Logos, visual identity, brand kits, social templates. You design how the world sees a brand.

Tools: Canva, Illustrator, Figma · Salary: \$32K–\$120K+

HOW TO START:

1. Pick one tool (Canva is free) and design something every day for 30 days
2. Redesign logos you think look bad — post the before/after
3. Design a flyer or logo for someone you know for free — first portfolio piece
4. Once you have 3–5 projects, start charging

Jobs: Marketing departments, ad agencies, design studios, nonprofit comms teams, in-house creative teams

PATH 2: CONTENT CREATOR + SOCIAL MEDIA

Build audiences and tell stories for brands online. Every business needs this.

Tools: CapCut, ChatGPT, Claude, Later · Salary: \$30K–\$130K+

HOW TO START:

1. Start posting your own content consistently — build the muscle
2. Study accounts that are growing fast and figure out why
3. Offer to run social media for a local business free for 30 days
4. Learn one AI tool — that skill alone makes you more valuable than most

Jobs: Marketing teams, social media agencies, PR firms, or manage 3–4 clients freelance (\$4K–\$10K/mo)

PATH 3: VIDEO + MEDIA PRODUCER

Film, edit, deliver. The most in-demand content format on every platform.

Tools: DaVinci Resolve, Premiere, CapCut · Salary: \$30K–\$150K+

HOW TO START:

1. Film a 60-second video of anything today. Edit it. Post it. Do it again tomorrow.
2. Learn CapCut or DaVinci Resolve from YouTube — both free
3. Film an event for school, church, or a family member's business
4. Study music videos and commercials — break down why they work

Jobs: Production companies, TV, corporate video, ad agencies, sports orgs, music labels, news

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Internship Program + AI in Creative Careers

INTERN WITH US

YMD interns work on real client projects — not busy work. You'll learn brand strategy, content creation, social media management, and AI tools. When your work ships to a client, you earn a commission. It's a partnership, not free labor.

FOUNDATION TRACK

High school students
Summer intensive (6–8 weeks)
10–15 hrs/week, flexible
Commission-eligible from week 3

STUDIO TRACK

College / early career
Semester-based (12–16 weeks)
15–20 hrs/week
Higher autonomy + commissions

AI IS CHANGING CREATIVE CAREERS

AI isn't replacing creative people. It's replacing creative people who don't know how to use AI. Learning these tools now is like learning Photoshop in 2005 — the people who figure it out early get to define what the jobs look like.

The numbers:

- 82% of marketers already use AI for content creation
- Job postings for “AI Creative Director” up 120% since 2022
- Entry-level prompt engineering roles start at \$70K–\$90K
- 1 in 4 creative jobs will be significantly redefined by AI by 2030

5 AI skills worth learning right now:

- **Prompt Engineering** — Writing clear instructions that get useful results from AI tools
- **AI-Assisted Design** — Using Canva AI, Adobe Firefly, Figma AI to speed up visual creation
- **AI Content Writing** — Using ChatGPT and Claude to draft, brainstorm, and edit content
- **AI Video/Audio Tools** — Auto-captions, noise removal, edit suggestions in CapCut and others
- **Critical Thinking About AI** — Knowing when AI is wrong, biased, or not the right tool

Free tools you can start using today: ChatGPT (free), Claude (free), Canva Magic Studio (free), CapCut (free), DaVinci Resolve (free), Figma (free for students)

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Start Creating Today

WANT TO START YOUR OWN BUSINESS AT 15–18?

You don't need an LLC. You need clients.

A business starts the moment someone pays you for something you're good at. Everything else comes after.

The real sequence:

- **Step 1:** Pick one skill and get good at it. 30 days of learning and creating.
- **Step 2:** Do three projects for free. Barber who needs a flyer, aunt who needs a video. Now you have a portfolio.
- **Step 3:** Post your work. If people can't see it, they can't hire you.
- **Step 4:** Charge the fourth person. \$50 for a flyer, \$100 for a video, \$200 for a social package.
- **Step 5:** Reinvest. Buy one thing that makes your work better.
- **Step 6:** Build relationships, not just clients. Trust and referrals grow businesses, not ads.

YOUR 30-DAY STARTER PLAN

You don't need to quit everything to be creative. Start small, stay consistent.

- **Week 1 — Foundation:** Download one free tool. Complete one tutorial. Create one thing (even if it's bad). Share it.
- **Week 2 — Build:** Create 2–3 more pieces. Study one creator you admire. Ask one person for feedback.
- **Week 3 — Connect:** Reach out to one person in the field. Attend one event or workshop. Start organizing your work.
- **Week 4 — Launch:** Publish a portfolio or collection (even if it's just an IG highlight). Apply to one opportunity. Plan the next 30 days.

READY TO START?

Visit join.ymdmedia.co to apply for an internship, explore your Identity Map, and connect with YMD Media Group.

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