



e-Magine! Initiative

Generative AI and Digital Marketing Training/Internship Program

SUMMARY

Asian Media Access (AMA), with funding from the City of Minneapolis, proudly announces its inaugural e-Magine Initiative: Generative AI and Digital Marketing Training and Internship Program starting Feb 17, 2025. This 13-week, free online program offers six hours of training per week, equipping participants with the skills needed to improve and to thrive in the current job market, or as additional tools to help manage their own businesses. Participants will also receive stipends and support services to ensure their success. Thanks to partnerships with East Side Neighborhood Services and with the Asian American Business Resilience Network, stipends are available for 25 qualified participants.

PARTICIPANTS WILL:

1) Engage in Instruction and Hands-On Learning

- Participate in **60 hours of online training and 18 hours internship** over 13 weeks.
- Requires at least **80% attendance rate**. If you need to miss a class, please e-mail Lily.Do@amamedia.org

2) Learn Generative AI and Digital Marketing Mastery

- Explore applications of **generative AI tools to create digital assets**, including writing, images, videos, and audio.
- Build a personal **career portfolio** showcasing your creativity and technical expertise, and also use the creations to share stories and build followers.

3) Support Professional Development

- Accelerate your growth with **personalized feedback**, active support, and valuable hands-on experiences.
- Expand your **professional network** and gain tools to succeed in future IT career opportunities.

4) Receive a Higher Ed Certification

- Earn a verified digital certificate to showcase your “**Generative AI and Digital Marketing**” knowledge and training completion, entitled “**Interactive Multimedia Specialist**.” (pending for final confirmation from Metro State U).

FMI: Asian Media Access, Lily.Do@amamedia.org, 612-376-7715