

Sam Lerouge

On Air Talent/ Host/ Producer

954-608-9877 | Info@Samanthalerouge.com | [Hosting Reel](#) | Willing to Relocate

PROFESSIONAL SUMMARY

Dynamic and engaging on-air talent, host, and producer with a passion for storytelling & audience engagement. Skilled in scripting, hosting, and producing compelling content across digital platforms, blending entertainment with cultural relevance. Adept at live hosting, panel moderation, and content development for social media, TV, and streaming platforms. Brings a deep understanding of audience analytics, creative storytelling, and production workflows to craft high-quality, impactful content.

PROFESSIONAL EXPERIENCE

Host First & Fantasy

Down Money Media | Remote

11/2024-Current

- Host and producer of a weekly sports & pop culture show, delivering dynamic, data-driven analysis with an engaging on-camera presence.
- Created the popular segment "Fumble or Score," rating and discussing athlete arrival looks.
- Conduct in-depth research to provide insightful commentary, blending analytics with entertainment.
- Developed compelling scripts, enhancing audience connection and engagement through relatable storytelling.

Entertainment Host + Personality

5 SUR 5 TV | Miami & Fort Lauderdale

01/2022—05/2024

- Host and producer of entertainment segments highlighting pop culture, entrepreneurship, and community stories.
- Conducted sit-down and red-carpet interviews with notable guests, including Wyclef Jean, Guerdy Abaira, the first Haitian-American female boxing champion, and Killa Mel, seamlessly engaging audiences through dynamic conversations
- Scripted and conducted interviews with cultural icons, business leaders, and creatives.
- Collaborated with production teams to create visually engaging content optimized for YouTube, TikTok, and Instagram.
- Delivered professional, high-energy on-camera performances, blending scripted and ad-libbed content seamlessly.

Podcast Talent + Producer

Talkin' ish with Adult-ish | Miami & Fort Lauderdale

01/20-3/22

- Hosted the "Grown Folks Business" segment, interviewing local entrepreneurs and discussing business strategies.
- Developed show concepts, conducted research, and scripted high-quality episodes.
- Led social media promotions and audience engagement strategies to grow listenership.

Host for Soul Sessions

Miramar Cultural Center | Miramar

2021-2022

- Hosted and curated *Soul Sessions*, an interactive event series centered on music, culture, and community.
- Engaged audiences with creative icebreakers and real-time discussions, fostering an immersive experience.
- Coordinated with performers and speakers to ensure smooth event execution.
- Promoted events through social media and strategic collaborations to drive attendance.

Panel Host

Cantu Beauty | Miami

2018

- Moderated live panel discussions with beauty industry experts, ensuring engaging and insightful conversations.
- Balanced structured content delivery with spontaneous audience interactions to maintain engagement.
- Collaborated with event organizers to create a dynamic and interactive experience.

Global Social Media Marketing Manager
Ria Money Transfer | Remote

6/22- 8/24

- Led global social media strategy across Facebook, Instagram, TikTok, and X (Twitter), driving audience growth and brand visibility.
- Managed content creation, from planning shoots to executing campaigns, ensuring alignment with brand objectives.
- Launched and managed an influencer program, collaborating with multicultural influencers on Instagram and TikTok, boosting engagement and reach.
- Extensive knowledge of social platforms and trends, including X (Twitter), Instagram, TikTok, Facebook, and Snapchat.

SKILLS

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| <ul style="list-style-type: none">▪ On Air Personality & Live Presenting▪ Production & Scriptwriting▪ Public Speaking & Interviewing▪ Red Carpet Correspondent Experience▪ Creative Storytelling & Copywriting▪ Production Coordination & Team Collaboration▪ Creative Concept Development & Pitching▪ Cross-Functional Team Collaboration▪ Audience Engagement & Analytics▪ Social Media Strategy (Instagram, TikTok, X, YouTube, Pinterest)▪ Organic Content Development▪ Short form & Long form content▪ Cultural Relevance & Trendspotting▪ Content Creation, Curation, & Visual Storytelling▪ Data-Driven Insights & Analytics | <ul style="list-style-type: none">▪ On-Camera Hosting & Teleprompter Proficiency▪ Event Hosting & Moderation▪ Video Storyboarding▪ Audience Engagement & Analytics▪ Content Development▪ YouTube & Social Media Strategy▪ Video Editing (Adobe Premiere Pro, CapCut, Final Cut), Creative Direction▪ Time management skills▪ Editing + Recording▪ Creative Director▪ Community Engagement & Sentiment Analysis▪ Video Editing (e.g., for YouTube, TikTok, Reels)▪ Adobe Photoshop/Canva/Capcut/Final Cut▪ Brand Identity Alignment▪ Target Setting for Growth and Engagement▪ Copywriting▪ Trending Content Integration | <ul style="list-style-type: none">▪ Audience Analysis▪ Campaign Management (Monday, Asana, Trello)▪ Platform Strategy: YouTube Optimization, Short-Form/Long-Form Content, Engagement Growth▪ Social Listening Tools▪ Buffer/Hootsuite/Meta▪ Follower Engagement (DMs, Comments)▪ Content Optimization▪ Relationship Building▪ Brand Campaigns/Marketing▪ Performance Reporting (Engagement, Reach, Impressions, Conversion Rates)▪ Influencer Marketing & UGC Creators▪ Microsoft Office Suite▪ Community Management |
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EDUCATION

Master of Arts in Business Communications | University of Ottawa
Bachelor of Science in Business Administration | Nova Southeastern University

LANGUAGES

English (Business Fluent) | French (Moderate) | Creole (Moderate)