

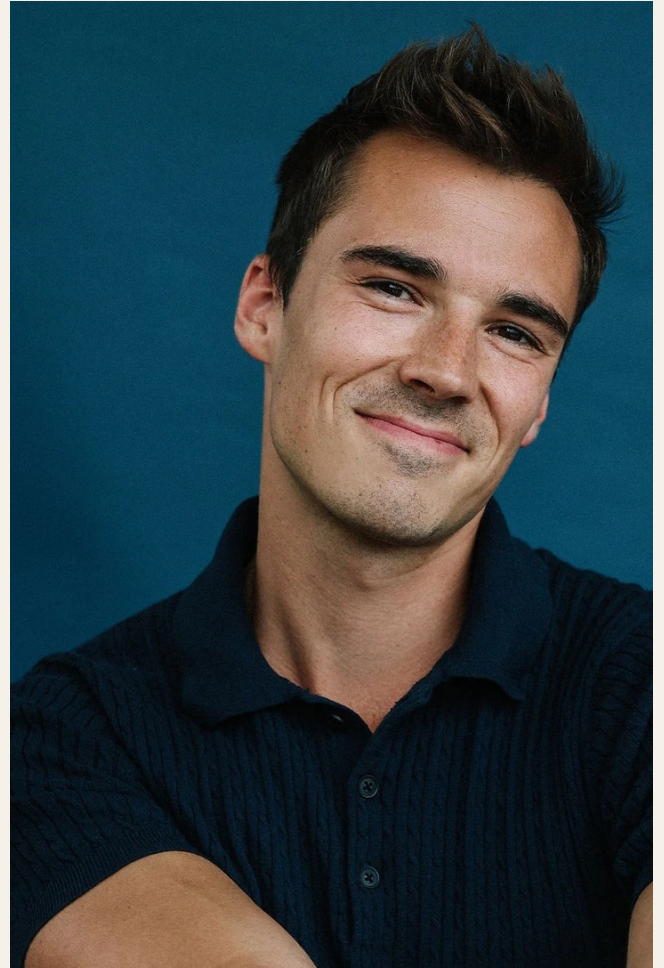
Sam Leicht.

Leicht sounds like "light."

CREATOR. FOUNDER. SPEAKER.

I make content about feeling good at home and in your body. Fitness, food, home projects, and the everyday life I share with my husband, Jared.

New York / @leichtning



Good stories. Real life.

I founded Pridefit, a fitness app and community for queer people. I am a Broadway actor and CrossFit Level 2 coach, with NASM certification. I bring coaching, storytelling and humor to my work with brands.

215K

Instagram followers

158K

TikTok followers

18.8K

YouTube subscribers

A community that pays attention.

INSTAGRAM / 30-DAY AUDIENCE SNAPSHOT

1.42M

Views

180K

Accounts reached

22.2K

Accounts engaged

69%

of Instagram followers are ages 25-44.
25-34: 40.1% / 35-44: 28.9%

United States: 37.6%, followed by the UK, Mexico, Brazil and Canada.

Top cities: New York, London, Los Angeles, Mexico City and Chicago.

Gender: men 72.3%, women 5.5%, unspecified 22.2%.

Room for the longer story.

18.8K YouTube subscribers / 442 videos



NYC Husbands Vlog

Everyday life + recipes



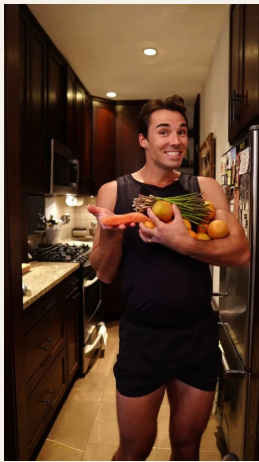
Gym underwear review

Product storytelling

[Explore the channel](#)

Brand work, with range.

Emergen-C: a social video series, with different ways into the story.

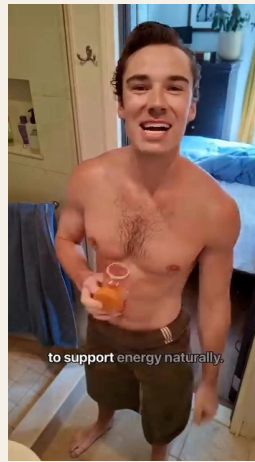


EMERGEN-C

Fruit + veg

Physical comedy and a product story brought into everyday life.

[Watch the work](#)



EMERGEN-C

Morning routine

A direct-to-camera creative built around an easy daily habit.

[Watch the work](#)



EMERGEN-C

Raspberry spritz

A recipe-led demonstration with a clear start-to-finish story.

[Watch the work](#)



EMERGEN-C

Post-run ritual

A workout-adjacent creative with a simple, familiar setup.

[Watch the work](#)

ALSO IN THE PORTFOLIO

HOKA

Ad Council

Mack Weldon

David Protein

Let's make something good.

FOR BRANDS + AGENCIES

Short-form stories

Reels, TikTok, direct-to-camera, voiceover and day-in-the-life content.

Long-form YouTube

Product reviews, integrations, training stories and everyday-life vlogs.

Community + events

Event hosting, Pride programming and community activations.

Ongoing partnerships

A recurring creative relationship with room to build a fuller story.

Content worlds: fitness and balanced health; home and renovation; food, cooking and gardening; gay advocacy and everyday life with Jared. Scope, timeline, usage and rates are discussed for each partnership.

ALSO AVAILABLE TO SPEAK



Kiwanis International Convention

A founder. A coach. A performer.

Talks on leadership, inclusive health, practical allyship, and coaching for queer communities.

Founder of Pridefit. Broadway and first national tour of *The Lightning Thief*. Bachelor of Music in Music Theater, Baldwin Wallace University Conservatory of Music.

CrossFit Level 2 coach. NASM certified. 300-hour CrossFit NYC coaching certification. OPEX trained. OptimizeMe Nutrition certified. CPR certified.

The Trevor Project spotlight

Pridefit founder case study

samuelleicht@gmail.com

Management: Select