

THE SCOOP

with Hershe Sundae

After Dark



ABOUT THE PLATFORM

THE SCOOP with Hershe Sundaes: After Dark is a cozy, sultry podcast and content platform designed as a soft landing for after-dark thoughts. Rooted in warmth, intimacy, and emotional grounding, the show explores love, relationships, self-care, sensuality, and the art of winding down—like a warm drink, low lighting, and a deep exhale at the end of the day.

THE VIBE

Luxe

Sultry

Cozy

Grounded

Grown & Sexy

THE AUDIENCE

Audience Demographic

Women ages 25–55

Primarily Black women

Working women, caregivers, creatives, and nurturers

Men who appreciate emotional depth and softness

Audience Mindset

Women prioritizing rest, reinvention, intimacy, and self-connection—seeking comfort-forward content that feels safe, indulgent, and real.

PLATFORMS & REACH

TikTok

32,300+ followers

YouTube

663 subscribers

Instagram

153 followers

*All platforms under THE SCOOP with Hershe
Sundae: After Dark*

PRESS, INTERVIEWS

&

LIVE COVERAGE

PRESS & FESTIVAL COVERAGE

- **Media coverage and on-site interviews at Celebrate en Rosé Festival**
- **Interviews with acclaimed R&B artists Jon B and Tank**
- **Experience conducting artist interviews and red carpet-style coverage**
- **Live event coverage with a focus on music, culture, and audience connection**

Additional Media & Hosting Experience

- **Hosted and moderated corporate and branded events**
- **On-camera restaurant and lifestyle reviews across Chicagoland & Northwest Indiana**
- **Known for blending professionalism, warmth, and cultural fluency**

Available for festival media coverage, artist interviews, and live event storytelling.

CONTENT & COLLABORATIONS

Content Formats

Podcast integrations & host-read mentions

Short-form TikTok video (UGC-style)

Beauty, self-care & nighttime routines

Sensual yet classy lifestyle storytelling

Product features woven into real rituals

Open to Collaborations

PR & product gifting

Paid partnerships

UGC for brand usage

Experience-based features (hotels, travel, events,
concerts, restaurants)

IDEAL BRAND PARTNERS

Candles & home fragrance

Beauty & skincare

Wellness & aromatherapy

Journaling & grounding tools

Fashion & accessories

Food & drink

Adult intimacy & lifestyle brands

Hotels, resorts & curated experiences

WHY IT WORKS

Hershe Sundaes is known for her comforting voice, natural humor, and ability to connect deeply with her audience. Her content feels intimate and unforced—creating a high-trust environment where brand integrations feel organic, warm, and believable rather than promotional.

CONTACT

For collaborations & partnerships:

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TikTok • YouTube • Instagram

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