

# Jason Cercone

founder & chief content officer | bombtrack media



## CONNECT WITH JASON



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# WHO IS JASON CERGONE?

## **quick bio (for podcast intros)**

Jason Cergone is the Founder & Chief Content Officer at Bombtrack Media and focuses on helping busy brands and professionals leverage podcasting with confidence and clarity. By focusing on strategy, mindset, efficiency, and consistency, creators save time, stay engaged with their creation efforts, and produce content that impacts listeners on multiple levels.

## **about bombtrack media**

At Bombtrack Media, Jason's mission is to help brands and professionals utilize the podcast medium to maximize content to utilize across their entire brand landscape that builds trust, starts relationships, and establishes undeniable industry authority.

Partnering with Bombtrack Media allows you to create, grow, and utilize brand-bolstering podcast content across numerous digital platforms on the World Wide Web while simultaneously saving time, reducing expense, and creating a long-term resource that serves your brand in perpetuity.

Through our VIP Experience packages, we will help your brand build a comprehensive podcast strategy - guiding you every step of the way from idea to publication, advertising, and marketing.

Jason can also help your organization build an In-House Brand Podcast, an initiative designed to strengthen internal communication within your company.



# JASON HOSTS TWO PODCASTS:



[bombtrackmedia.com/letsblowthisup](https://bombtrackmedia.com/letsblowthisup)



[bombtrackmedia.com/podcasttheory](https://bombtrackmedia.com/podcasttheory)



# FACTS ABOUT JASON

- **Been part of the podcast world since 2015**
- **Has contributed to over 1,000 podcast episodes hosting, guesting, and producing**
- **Over 25 years experience in sales, marketing, content creation, brand management, and operations**
- **Loves golf, poker, fantasy football, hockey, smooth bourbon, and Rocky Patel cigars**
- **Has never eaten a corn dog**
- **Believes the podcast medium is the best platform for connection, collaboration, and creativity**
- **Wants leaders and professionals to leverage podcasting in a way that helps them succeed**





# PODCASTS FEATURED ON

Jason is a sought-after podcast and livestream guest, bringing a wealth of knowledge and expertise on podcasting to each guest appearance. He's appeared on over 100 podcasts, including:



Visit [bombtrackmedia.com/guestappearances](https://bombtrackmedia.com/guestappearances) to hear these and others, too!





## FOCUSED TOPICS FOR DISCUSSION

- The most efficient approach to podcast production and promotion for busy professionals
- How to maximize podcast content and use it to significantly impact your brand
- Why companies and organizations should start an In-House Brand Podcast to strengthen communication, improve morale, and reduce employee attrition
- When it make sense for a brand to start a podcast
- How to tap into your authentic story and tell it with confidence, clarity, and conviction via the podcast medium
- How to maximize podcasting for reach, connection, collaboration, and authority
- The value of partnering with a seasoned podcast professional



## CONVERSATION-STARTING QUESTIONS

- Why should busy leaders and professionals consider seasonal podcast production over weekly?
- What is one aspect of podcast production creators need to put more emphasis on?
- Why is repurposing podcast content vital to a show's reach and visibility?
- How do speaking skills developed via podcasting translate to other areas of life and business?
- What is the best way for an aspiring podcaster to overcome any fears potentially holding them back?
- Why is it critical for brands to plan out their podcasting efforts before ever pressing record?
- Why are download numbers a skewed vanity metric?
- How do in-house, internal podcasts lead to higher engagement amongst employees company-wide?



# GUEST TESTIMONIALS

*"Jason is what I would call a Platinum Podcast Guest. He put together a great idea for a collaborative interview, showed up on time, had great technology, and didn't leave anything on the table. If you're looking for a guest who will truly bring value to your audience, this is the guy. I typically say no to 95% of the pitches I get for guests. But Jason's preparation and pitch blew my mind! It was a no-brainer addition to my content." --- **Travis Brown, Founder of Social Boom***

*"It was an absolute thrill to have Jason on my podcast. Not only is he knowledgeable about podcasts, but he easily goes with the flow of the conversation. It was like sitting around a table talking with a good friend. He has a great sense of humor and our conversation offers much for everyone who listens to it." --- **Kimberly Hambrick, host of The Cannoli Coach Podcast***

*"It was a blast having Jason on my show. As a fellow podcaster, he knows just how to approach a conversation to keep it fresh and interesting. Jason's wide-ranging business knowledge really came through in our discussion. He's a true professional." --- **Darin Vilano, host of The Proprietors of Pittsburgh Podcast***



**HIT ME UP AND LET'S MAKE PODCAST HISTORY!**

