

Jason Cercone

founder & chief content officer



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WHO IS JASON CERCONE?

quick bio (for podcast intros)

Jason Cercone is the Founder & Chief Content Officer at Bombtrack Media and focuses on helping brand leaders and professionals like you leverage podcasting with confidence and clarity. By emphasizing a strategic series-based creation approach and leaning heavily into content repurposing, you can create focused content that amplifies your brand presence and provides you with numerous marketing assets to utilize across your entire digital footprint.

about bombtrack media

At Bombtrack Media, Jason's main focus is helping professionals who have no interest in becoming a full-time podcaster capitalize on this medium for communication, connection, and marketing content.

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.

Jason's focus on strategy, mindset, and efficiency help businesses of all shapes and sizes use podcasting as a key component of their marketing initiatives - removing the confusion of podcasting success and replacing it with tangible assets that truly help move your brand forward.

By emphasizing a series-based approach, you can zero in tightly on the most important aspects of your business and position your podcast content as a critical content catalyst throughout every initiative you roll out!



AND, OF COURSE...I HOST A PODCAST

LET'S BLOW THIS UP

Let's Blow This Up is the world's most explosive podcast about podcasting. Seasons 1-3 feature over 50 episodes dedicated to real talk about the podcast medium and what businesses need to know. Future Series on Let's Blow This Up will continue this tradition and serve as a blueprint for the power of the series-based podcasting approach.



bombtrackmedia.com/letsblowthisup

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, creativity, and content creation
- Wants leaders and professionals to leverage podcasting in a way that helps their brand thrive



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 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 brand leaders and professionals should focus on series-based podcast production first and foremost
- 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 and marketing professional



CONVERSATION-STARTING QUESTIONS

- Why should busy leaders and professionals consider series-based 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 brand'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 build a thorough strategy before ever pressing record?
- Why are download numbers a skewed vanity metric?
- How can podcast content be utilized in numerous ways throughout a brand's digital footprint?



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***

**YOU AND ME...LET'S MAKE A
BEAUTIFUL PODCAST TOGETHER!**

