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# CODY M. SISSON

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P O D C A S T P R O D U C E R

## MY STORY

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I have built a career as an accomplished Operations Management leader in the construction industry with experience in all aspects of design, sales, project management, and execution of construction and service programs. To help fuel my passion and creativity, in 2014 I started building a brand that would allow me to expand my skill sets to the world of media production, marketing, and brand management.

Trailchasers.net began in 2014 as an experiment to allow me to connect with and build credibility within the offroad and automotive community. In 2016, I started The Trailchasers Podcast. Today, my three co-hosts and I deliver a weekly show to the offroad and overland communities and have published over 265 episodes. Topics range from serious interviews with prominent guests, to informative discussions about exploring the outdoors, to random discussions about random things that make us laugh. Throughout it all, the goal is to keep the audience engaged and entertained by providing quality listening material and a platform for shared storytelling with the hope of inspiring others to *"get out there and chase their adventure!"*

## MEDIA PRODUCTION EXPERIENCE

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### Podcast Producer / Host | The Trailchasers Podcast (2014-Pres)

- Research and booking of guests that are topical, engaging, and relevant to the audience using an integrated third-party platform (calendly.com)
- Conduct interviews with guests (ranging from community members, to professional race car drivers, to CEO's of large organizations) with the goal of providing a platform to tell their story to a targeted audience of listeners in a fun and engaging way
- Manage all aspects of the recording process, including post-recording audio mixing and editing in Audacity for final release
- Produce and manage weekly live stream episodes on Youtube (using OBS) and post-recording video editing for final release when necessary
- Manage the final production process and publishing of audio content to media host (Libsyn) for release on all major podcast platforms (Apple, Amazon, Google, iHeartRadio, Spotify, Stitcher, etc)
- Social media strategy development and execution, including graphic generation for live stream, weekly show release notices, and all aspects of the the brand identity
- Development, delivery, presentation, and negotiations of proposals for partnerships with global brands that have resulted in sponsorship contracts with Falken Tire, Icon Vehicle Dynamics, Nexen Tire, and Ironman 4x4
- Coordination with manufacturers to secure products for field testing and review on the podcast and on the trailchasers.net blog
- Live and recorded coverage of industry events, including festivals, expos, product launches, product reviews, and on-site interviews
- Marketing and PR firm collaborations for promotion of their clients in the offroad and automotive space, including feature interviews on the show and/or coverage for the client during large industry events
- Planning, writing, and publishing blog posts to the trailchasers.net website
- Planning, coordination, and execution of multi-day outdoor expeditions with community members, industry representatives, and partner organizations
- Development of dashboards and ongoing tracking of metrics to monitor success of the show, measure listener growth, and identify opportunities for improvement
- Development and roll-out of Patreon platform to increase listener engagement
- Set-up, maintenance, and ongoing enhancement of audio and video production equipment for the production of the podcast, including a mobile recording studio building

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## FEATURES

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The Trailchasers and/or I have been featured in the following online and print publications:

- **The Engine Block** | *Keystone Automotive Blog*
  - 10 Automotive Podcasts That Don't Suck Tailpipe
  - Auto Industry News: Four Wheeler Adventure Expo Recap...
  - Motorsport Rundown: ...Recapping 2020 King of the Hammers
  - SEMA Off-Road: Hottest Products & Vehicles of 2019
  - SEMA 2019 Trends & Takeaways
  - 2019 Lucas Oil Off-Road Expo: Where the Off-Road Nation Unites
  - Sink or Swim: Off-Road Water Crossings
  - The Resourceful Traveler: Sustainable Power Solutions...
- **4 Low Magazine** | *Issue 33*
  - Podcast Listening 101
- **OutdoorX4 Magazine** | *Issue 46*
  - Field Review: Toyo Tires Open Country R/T Trail
- **Off Road Xtreme**
  - Off-Road Testing Toyo's New Open Country R/T Trail Hybrid Tire

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## PROFESSIONAL EXPERIENCE

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- **Vice President of Construction** | *Ironman 4x4 America (2021-Pres)*
- **Vice President of Operations** | *Arctic Cooling Systems (2020-2022)*
- **Sales & Operations Manager** | *Schneider Electric (2016-2019)*
- **Senior Project Manager** | *Climatec /ABM (2013-2016)*
- **Regional Service Manager** | *Carrier Sales & Distribution (2007-2011)*
- **Distributed Storage Project Manager** | *IBM Global Services: Walt Disney Account (2005 - 2007)*
- **Building Automation Project Manager** | *The Trane Co. (2002 - 2005)*

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## PRODUCTION SKILLS

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- Audio Editing / Production
- Live Stream Video Production
- On-Air Personality
- Emcee Duties
- Brand Management
- Event Planning
- Sales & Marketing
- Project Management
- Event Management
- Entrepreneurship

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## SOFTWARE APPLICATIONS

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- Audacity (Recording/Editing)
- OBS (Live Streaming)
- Inkscape (Vector Graphics)
- Gimp (Image Manipulation)
- Notion (Project Mgmt)
- Libsyn (Media Host)
- Wix (Website Mgmt)
- Calendly (Booking)
- Youtube Studio
- Apple Podcast Connect
- Google Workspace
- Office 365

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## CONTACT INFORMATION

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