

2018 IN REVIEW

CHRIS LEONE

INTRODUCTION

2018 will go down as perhaps both the most exciting—and most stressful—year of my life.

What had been set to be a “normal” year, my sixth with Red Bull Global Rallycross, became anything but as the landscape of the sport shifted dramatically over the winter. I moved over to create content for Jim Beaver’s Down & Dirty Show, a leading force in motorsports radio.

From there, I took on a number of additional roles in the motorsports realm, mostly focused on off-road and rally, utilizing the reputation and contact list I had built in my half decade in rallycross to remain active in the industry.

In what may have been the most prolific year of my career, I produced hundreds of articles for multiple websites and racing series. I told the stories of a drag racer who beat cancer on the way to a perfect NHRA playoff, a grassroots rally team from Colorado that became national champions, and America’s longest point-to-point race through the desert through my own eyes. I worked with some of the top brands in the world of motorsport, both physical and virtual. I covered events I had only dreamed of touching in the past.

I’m grateful to each and every person who thought I was worthy of taking on their projects at some point this year. I hope that I’ve made you all proud, and I hope to be handling more for you in 2019.

CHRIS LEONE

RED BULL GLOBAL RALLYCROSS

- January-April 2018
- Ended over five-year tenure with series in April upon company's dissolution, including four years as Media Director
- Handled January schedule launch and multiple ticket sales launches with strategic paid boosts and graphic distribution to competitors
- Led strategy/activation for series' new partnership with iRacing, including full race coverage in tandem with weekly broadcasts, profiles of top iRacers, and highlighted paint schemes from Trading Paints



JIM BEAVER'S DOWN & DIRTY SHOW

- April 2018-present
- Took over as Media Manager for the #1 online motorsports radio show in America
- Frequently appeared as guest on the Down & Dirty Radio Show, which reaches over 100,000 listeners weekly
- Produced over 250 unique articles on various action motorsports series, including on-site coverage of NHRA New England Nationals
- Served as Jim's personal PR contact for his racing efforts, including on-site coverage of General Tire Vegas to Reno for General Tire
- Handled numerous behind-the-scenes roles including marketing deck creation, website backend, research for TV and live hosting duties, and more



RALLY AMERICA

- May 2018-present
- Produced over 150 unique articles on the 2018 Rally America National Championship, beginning with Southern Ohio Forest Rally and including on-site coverage of Rally Colorado
- Profiled over 40 drivers and co-drivers in most extensive biographical work in US rally in recent memory
- Created 2D vehicle spotter guide graphics for many of the sport's top vehicles for use in live updates
- Built spectator guides for Rally Colorado and Lake Superior Performance Rally
- Used Instagram Stories to share in-depth event previews, updates, and results
- Spearheaded series' pivot to a media brand in December and continues to lead strategy



IRALLY

- May 2018-present
- Took over historic iRally brand in connection with Rally America duties
- Utilized Facebook Notes to organically reach Facebook community
- Built and launched iRally.live, iRally's new website in multiple years, in October
- In addition to Rally America, created original coverage for WRC, ERC, CRC, Barbados, NASA Rally Sport, exhibition events, and more



PATRIK SANDELL/ FLATOUT SWEDEN

- September 2018-present
- Helped launch second annual Subaru Winter Experience powered by Flatout Sweden and DirtFish Rally School
- Redesigned website, designed promotional brochures and social media graphics, and devised content strategies for Subaru Winter Experience and all associated parties
- Wrote and distributed multiple press releases and promotional emails to fan and media lists
- Co-managed Patrik Sandell social media, including live race updates and strategic end-of-year content



PMR MOTORSPORTS

- Intermittently throughout 2018
- Wrote press releases after strong team performances at Rally America events
- Spearheaded media strategy on launch of team's Chevrolet Sonic LS3 AWD, a brand new rally car featuring a V8 engine to compete in 2019
- Updated and maintained team website as necessary with photos and additional needs



MAD MEDIA/UTV UNDERGROUND

- September 2018-present
- Produced original coverage of UTV racing in LOORRS/SCORE/Best in the Desert
- Conducted interviews with champion racers and industry forces
- Created press releases for third-party partners



BULLRING BASH

- November 2018-present
- Took over integrated marketing communications for a brand new Modified and Legends promotion in New England, featuring three all-star races throughout summer 2019
- Wrote press releases and helped create media strategy for December launch
- Designed logo and website, as well as color scheme and branding guide



YOKOHAMA TIRE

- July 2018
- Provided support and strategic advisory for Yokohama's Pikes Peak International Hill Climb media efforts
- Devised and executed graphic post featuring a timeline of Yokohama's efforts at PPIHC
- Created spotter guide for all eight entries in the one-make Porsche Cayman GT4 Clubsport Pikes Peak Hill Climb Trophy by Yokohama, the first-ever class of its kind at PPIHC



ADDITIONAL PROJECTS

- Interviewed with Team Penske in North Carolina for key digital media role
- Social media and marketing advisory for multiple Rally America competitors
- Press release creation for AF Racing Team, a US-based rallycross team
- Intermittent updates to Metal Fuel + Rubber, a motorsport media archive that includes die-cast cars, race programs, and more



SELECTED HIGHLIGHTS

Down & Dirty Show // [Steve Torrence: Unfinished Business](#)

Down & Dirty Show // [Anything With An Engine: Patrik Sandell](#)

Rally America/iRally // [Making of a Championship: The Galvanizing Moment \(Part 1 of 6\)](#)

Rally America // [Peak Performance: The Plan \(Part 1 of 5\)](#)

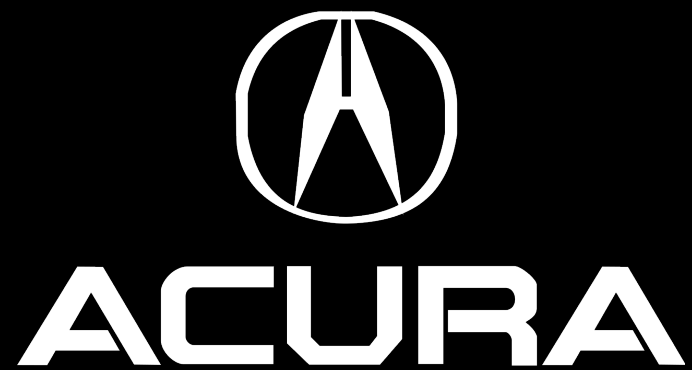
Rally America // [Lake Superior Performance Rally Spectator Guide \(PDF\)](#)

UTV Underground // [Wayne Matlock Reflects on Dream SCORE Season, Solo Baja 1000 Victory](#)

Bullring Bash // [Bullring Bash to Debut 3-Race Slate of Modified and Legends Events in 2019](#)

WHO ELSE I WORKED WITH

Through my numerous roles in 2018, here are the various brands I interacted with to produce content:



978.269.4833 // CHRIS.LEONE@COMCAST.NET

CONTACT ME