

I build and run content systems: the strategy, the pipeline, the people, and the library that keeps them producing.

Nike

Organic Growth Content · 2021–2023

03

Sleeper

Templates, Guides, AI video · 2024–2025

07

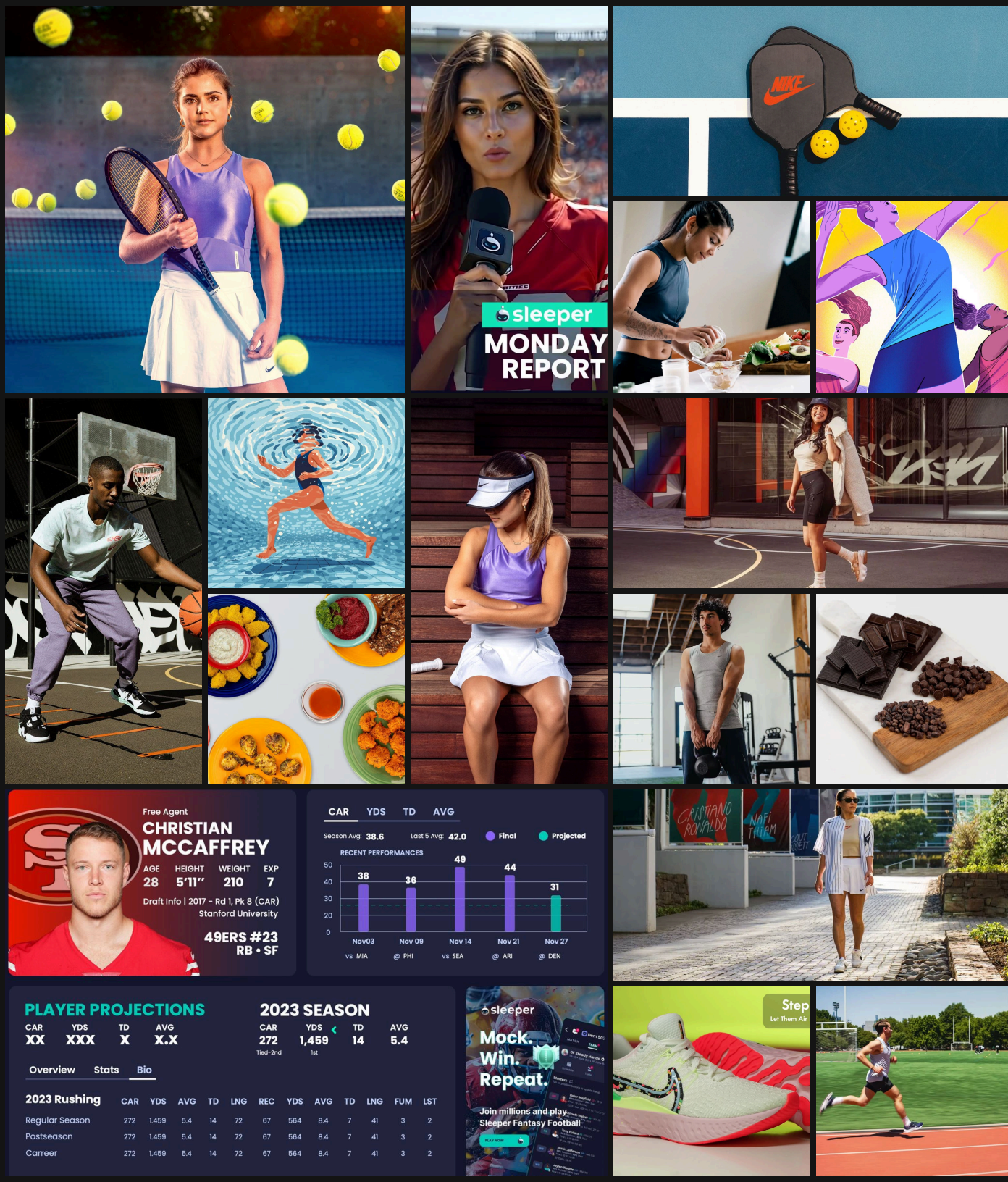
Lost & Found Coffee

A brand from zero · 2023–now

09

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christopherroe.com · Portland, Oregon





ABOUT

I build and run content systems: the strategy, the pipeline, the people, and the library that keeps them producing.

Producer since 2005. I ran the organic content program for Nike.com, built Sleeper's editorial and AI video production, ran marketing at Earth Class Mail for nine years, and co-founded Lost & Found Coffee, where I lead the brand. The method is the same at every scale.

THE METHOD • SIX STEPS, THEN REFINE AND REPEAT

01

Define the System

02

Build the Pipeline

03

Assemble the Crew

04

Produce the Content

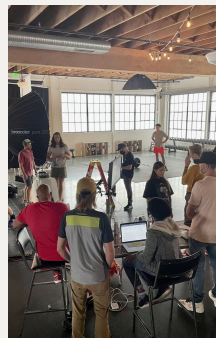
05

Catalog the Assets

06

Run the System

ON SET • NIKE EXERCISE LIBRARY SHOOTS, CREWS OF 20 TO 40



Organic Growth Content

SENIOR DIGITAL CONTENT PRODUCER (CONTRACT)
ORGANIC GROWTH CONTENT × CONSUMER DIRECT MARKETING

Nike had never published evergreen articles. Everywhere else that genre runs on stock photos, and Nike would never put a stock photo on its site.

I pitched Brand Creative an original visual process, got sign-off, then built and ran the machine that produced it.

\$1.4M

annual production budget, owned to close

60-120

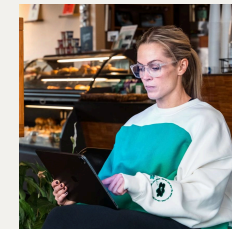
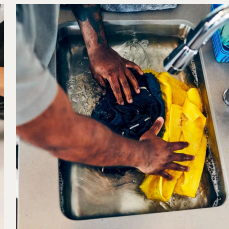
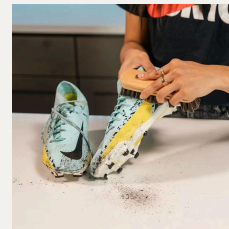
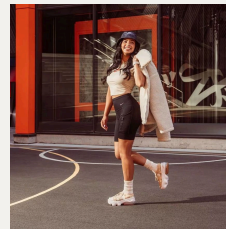
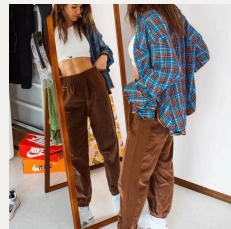
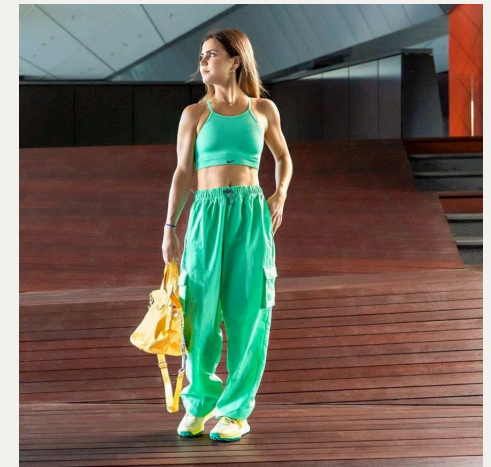
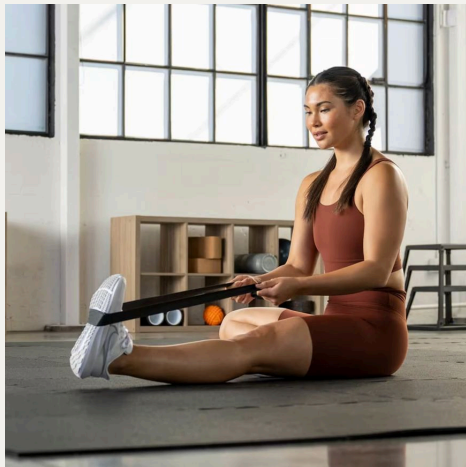
pieces a month across photo, video and illustration

90+

articles with my visuals live on Nike.com today

FOUR CONTENT PILLARS

01 DEFINE THE SYSTEM



Exercise & Nutrition

Studio shoots with trainers and athletes; food still life.

6 CALF EXERCISES PHYSICAL THERAPISTS WANT YOU TO DO EVERY WEEK
4 ONE-POT MEALS TO MAKE AFTER A WORKOUT

Styling Tips

On location, full outfits, natural light.

5 CUTE OUTFITS WITH BEANIES BY NIKE
HOW TO STYLE NIKE JOGGERS FOR WORK

Product Care

Product as object, tools in frame, steps in sequence.

5 SOLUTIONS TO STOP SHOES FROM SQUEAKING
HOW TO CLEAN SOCCER CLEATS

Buying Guides

The gear in use, shot to help people choose.

THE BEST CARGO PANTS AND SHORTS BY NIKE
THE BEST BLUE-LIGHT GLASSES BY NIKE

Three visual languages, one brand

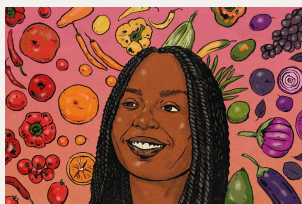
Each article got the medium that explained it best. All three ran through the same pipeline, the same brief and the same review, inside Nike's grid, type and crop rules.

PHOTOGRAPHY



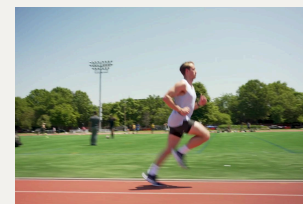
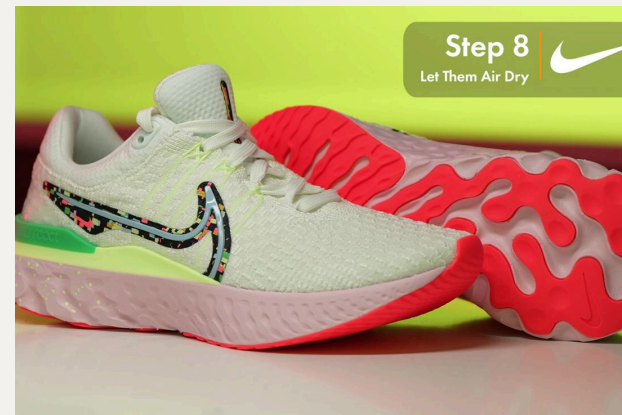
Sport, training, food and product. Studio and location shoots, cast and styled to Nike's standard.

ILLUSTRATION



For health and concept stories a camera can't show. A freelance team I built and art-directed.

VIDEO



Step-by-step product care and training clips, cut for the article, the app and social.

05 CATALOG THE ASSETS

One shoot, three crops, every placement

Every hero shipped horizontal, square and vertical for the article header, thumbnails and the Nike app, tagged in the library before it was placed.



H • 3:2 • HEADER



S • 1:1 • THUMBNAIL



V • 3:4 • APP

Analytics proposed the titles and Editorial wrote the words. Everything visual ran through the system below, which I built and ran for two years.

05

Air Jordan 1 "Chicago Reimagined"

A launch story with Jordan Brand Creative, a stylist and a set designer, on how the 1985 original became the new "Chicago." I lit and photographed it.

Recognized at the 2023 Nike, Inc. Global Maxims Awards.

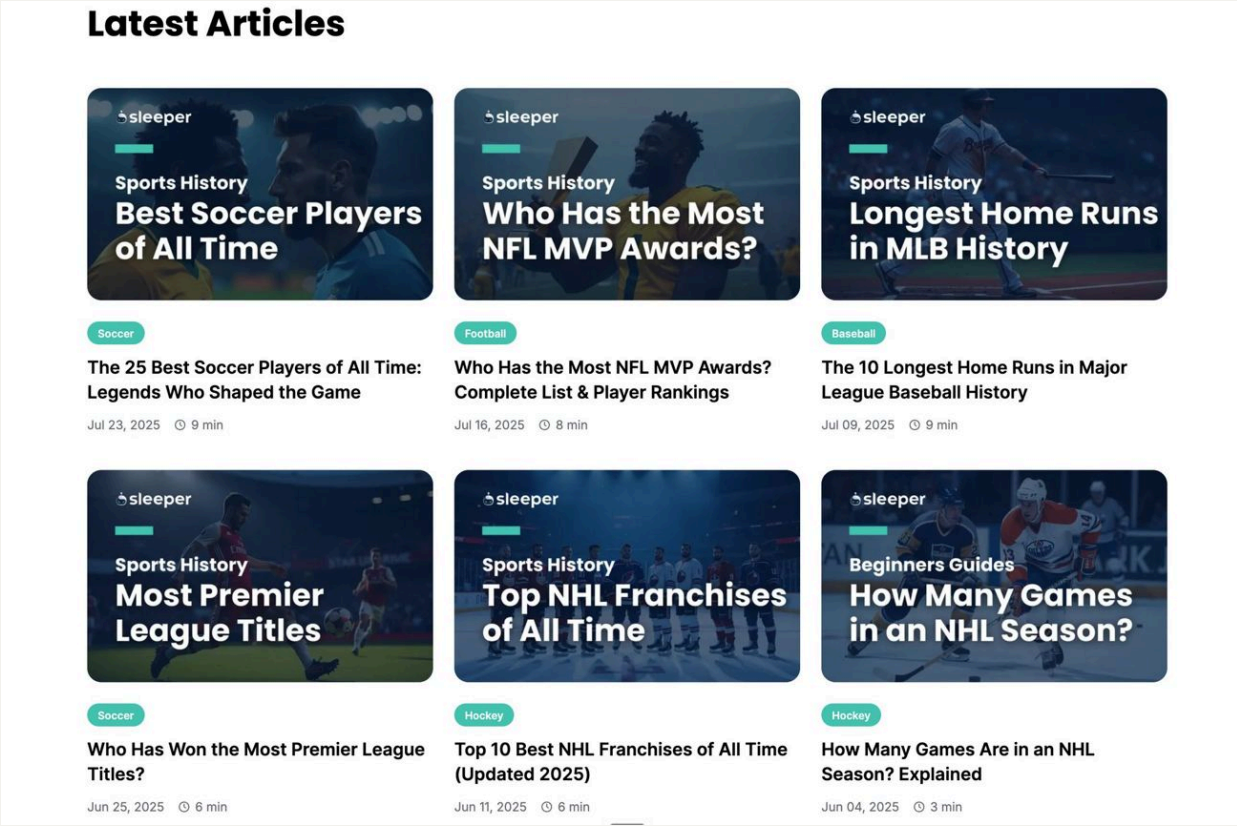
- 01 Brief from Analytics, outline from Editorial
- 02 Concept, shot list, crew booking
- 03 The shoot: 1985 retold for 2022
- 04 Select, retouch, upload and tag
- 05 Crops for header, thumbnail, app and links
- 06 Live on Nike.com

Sleeper: the same pipeline, with AI in the production seat

LEAD VISUAL DESIGNER & GENERATIVE AI PRODUCTION SPECIALIST (CONTRACT)

AI in production was my proposal. A fantasy platform and generated imagery are both a kind of make-believe, so it fit the brand, and it cost a fraction of a crew.

I built the Sleeper Guides program on the same structure as Nike: human writers and editors, one tracked pipeline, a governed library, and a person approving every image that ships.



SLEEPER GUIDES • EVERY HERO ON ONE GRADIENT AND TYPE SYSTEM

HOW A GUIDES IMAGE GOT MADE	
01	Article written and edited by people
02	Shot list drafted with an AI assistant, finalized by me
03	Prompt agent keeps every image on-brand with the library
04	Generation on an image platform
05	Review agent cuts errors and off-brand frames, proposes a shortlist
06	Final selection by me, then placed and published

Fantasy Reporter, an AI-produced show

A weekly recap with an AI host, shipped every week of an NFL season. I designed the player cards in Illustrator, then trained a design agent on them so the cards built themselves from each script's stats.

- 01 Script from the week's games
- 02 Voice in ElevenLabs
- 03 Host built in Runway, lip-synched
- 04 Stat cards from the design agent
- 05 Cut in Premiere, handed to an in-house editor



Free Agent

CHRISTIAN MCCAFFREY

AGE 28 HEIGHT 5'11" WEIGHT 210 EXP 7

Draft Info | 2017 - Rd 1, Pk 8 (CAR)
Stanford University

49ERS #23
RB • SF

CAR YDS TD AVG

Season Avg: 38.6 Last 5 Avg: 42.0

Final Projected

RECENT PERFORMANCES

38 36 49 44 31

Nov03 Nov 09 Nov 14 Nov 21 Nov 27

vs MIA @ PHI vs SEA @ ARI @ DEN

PLAYER PROJECTIONS

2023 SEASON

CAR YDS TD AVG

XX XXX X X.X

272 1,459 14 5.4

Tied-2nd 1st

Overview Stats Bio

2023 Rushing

	CAR	YDS	AVG	TD	LNG	REC	YDS	AVG	TD	LNG	FUM	LST
Regular Season	272	1,459	5.4	14	72	67	564	8.4	7	41	3	2
Postseason	272	1,459	5.4	14	72	67	564	8.4	7	41	3	2
Carrier	272	1,459	5.4	14	72	67	564	8.4	7	41	3	2

sleeper

Mock. Win. Repeat.

Join millions and play Sleeper Fantasy Football

PLAY NOW



sleeper
MONDAY REPORT



sleeper

JAUAN JENNINGS

AGE 27 HEIGHT 6'3" WEIGHT 212 EXP 4

Draft Info | 2020 - RD 7, PK 217 (SF)
Tennessee

49ERS #15
WR • SF



sleeper

JAUAN JENNINGS

AGE 27 HEIGHT 6'3" WEIGHT 212 EXP 4

Draft Info | 2020 - RD 7, PK 217 (SF)
Tennessee

49ERS #15
WR • SF

Pistachios Bowl

Free Agent

JAUAN JENNINGS

AGE 27 HEIGHT 6'3" WEIGHT 212 lbs EXP 4

49ERS #15
WR • SF

W (Wed)

SUMMARY GAME LOG TEAM HISTORY

PLAYER RANK

#4 #9

WR OVERALL

OWNERSHIP

44% 23%

ROSTER START

FPTS/GAME

21.20 18.9

PPR HAI

218.5e

300+

200+

ALTPICKS

more ways to WIN!

PROJECTIONS

WK 2 @ MIN

PROJ 6.99

FINAL 5.70

WK 3 @ LAR

PROJ 9.64

FINAL 46.50

WK 4 vs NE

PROJ 7.02

FINAL

A coffee brand, built from zero

CO-FOUNDER & CMO

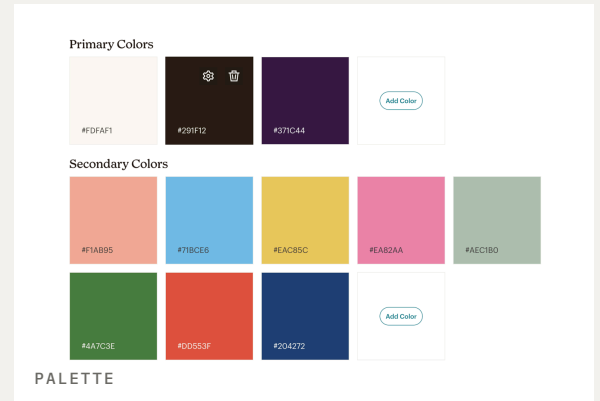
LOST & FOUND COFFEE



WORDMARK AND MONOGRAM

A coffee company that sends money back to the farms it buys from. I built the brand first, then everything it touches.

Logo, wordmark and monogram, custom fonts, a travel-journal visual language, icons and stickers, a label color system for every coffee, then packaging, the website, email, print and a mobile espresso truck.



THE LABEL COLOR SYSTEM

ONE BAG • ONE COLOR PER COFFEE, FOR LIFE • THE COLOR READS THE COFFEE BEFORE A

WORD DOES



LABEL COLOR SYSTEM • ONE COLOR PER COFFEE



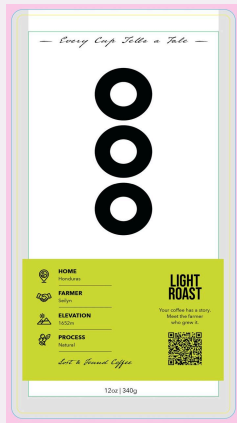
STICKERS



ICON LIBRARY

From the bag to the truck to the farm

I designed the 2026 bag through sixteen rounds, built the label system that colors each coffee by its character, and film our farmer partners on origin trips to Costa Rica, Honduras and Guatemala.



BAG FRONT PANEL • DRAFT



BAG • PRINTED



THE PRINTED LINEUP • ONE LABEL SYSTEM, A COLOR PER COFFEE



WHOLESALE SAMPLE KIT • DESIGN MOCKUP



MINNIE WINNIE ESPRESSO TRUCK



ORIGIN TRIPS • PHOTOGRAPHED AND FILMED ON LOCATION



CONTACT

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linkedin.com/in/christopher-roe-media

Open to full-time and contract roles in content, creative operations and production. Portland, Oregon, and glad to work on-site, hybrid or remote.

ALSO

Nine years running brand and marketing operations at Earth Class Mail • CG and 2D animated training for Microsoft and Intel at Cloud Academy • maker profiles and editorial reels for Pond5 • field producer at Interface Media Group, Washington, DC, and work on the documentary *Paul Mellon: In His Own Words* for the National Gallery of Art.