

Chris Roe

Head of Content · Content Strategy, Production Systems & AI-Native Operations

Portland, OR · (503) 407-8416 · chris@christopherroe.com · christopherroe.com · linkedin.com/in/christopher-roe-media

Content leader who builds the engine and runs it. At Nike, owned the Organic Growth Content pipeline (\$1.4M budget, 60–120 pieces/month across buying guides, styling, product care, training and nutrition) and the DAM that held it together. At Sleeper, designed the formats, workflows and tagging for daily editorial publishing and directed an AI-produced video series. At Lost & Found Coffee, runs brand, content and email with an AI operating system of his own design. 20+ years; writes, shoots, edits and directs.

\$1.4M

annual production budget
owned at Nike

60–120

content pieces shipped per
month

2023

Nike Global Maxims
recognition — AJ1 “Chicago
Reimagined”

3 → dept.

people on an AI operating
system, shipping like a
department

EXPERIENCE

Nike — Senior Digital Content Producer, Organic Growth Content (contract) Beaverton · Dec 2021 – Nov 2023

- Owned a \$1.4M annual production budget; led 60–120 content pieces/month for Nike.com's organic (non-paid) acquisition content. The program's 400+ articles are still live on Nike.com's Product Advice hubs.
- Built the studio-style pipeline: briefing, budgeting, scheduling, QA, delivery, feedback loops; maintained the publishing calendar.
- Developed the visual strategy with editorial, design, marketing, product and innovation teams; used analytics to shape creative decisions.
- Built and governed the content DAM: thousands of original assets, taxonomy, metadata, integrity; reported KPIs to leadership seasonally.
- Produced the Air Jordan 1 “Chicago Reimagined” launch content: 2023 Global Maxims Awards recognition.

Sleeper — Lead Visual Designer & Generative AI Production Specialist (contract) Remote · Mar 2024 – Apr 2025

- Built Sleeper Guides (sleeper.com/blog): category system, repeatable formats, house visual standard, tagging and on-page optimization, production guidelines for daily publishing; the same editorial engine as Nike's OGC, on a new platform.
- Directed “Fantasy Reporter,” an AI-voiced video series on weekly turnarounds; produced visuals in a repeatable genAI pipeline.
- Managed freelance producers, editors and illustrators to deadline.

Lost & Found Coffee — Co-founder & Chief Marketing Officer Portland · Dec 2023 – present

- Own brand, content, website, Shopify and email end to end; farm-to-customer storytelling across video, photo, packaging and digital.
- Built an AI operating system for content ops, brand brain, agentic workflows, automated production and scheduling, so a three-person team publishes consistently.
- Educational content program: brew guides, farmer stories, founder video journal, wholesale sample kit.

Cedar Mill Bible Church — Communications Director (contract) Portland, OR · Jul 2025 – Sep 2026

- Sole communications function for an 1,800-person organization: website, weekly email, social, video, livestream, print, signage and events on a weekly publishing cadence.
- Redesigned and relaunched the website; led a brand refresh for the organization's preschool; built the content calendar and production workflow that let one person, with occasional volunteers, ship every channel every week.

Pond5 — Writer & Producer (contributor)

Remote · 2014 – 2018

- Wrote SEO craft articles for the Pond5 blog (lighting, screenwriting, storytelling, crew roles); produced maker-spotlight videos and editorial reels.

Cloud Academy — Senior Producer, CG/2D Animation (contract)

Remote · 2019 – 2021

training content for Microsoft and Intel; SME scripting to final render.

CROE Media / Lost & Found Media — Founder · 2009 – present — content, web and e-commerce for Nike, Sleeper, HBO, National Gallery of Art and local brands.

Earth Class Mail — Marketing Operations Manager; National Operations Manager (2014–15); Customer Experience Manager (2011–14)

Beaverton · 2008 – 2017

owned brand and all marketing content through growth and an ownership change; helped turn a \$1M monthly loss into a \$400K monthly profit; built the CX program that hit a 95% NPS in six months.

Interface Media Group — Field Producer / Assistant Editor

Washington, DC · 2003 – 2007

produced a weekly political talk show from Georgetown; worked on HBO's K Street, the documentary Touching the Void and Real Time with Bill Maher, plus projects for ESPN, Discovery, National Geographic and PBS.

EDUCATION

Brooks Institute of Photography
BA Film & Production, cum laude

TOOLS

Airtable, Notion, Asana, Frame.io, Webflow, Shopify, Mailchimp, Google Analytics, DAM/metadata · Adobe CC, DaVinci, Figma · Claude (agentic workflows), ChatGPT · Generative: Magnific (Flux, Seedream, Google Nano Banana, Ideogram, Recraft, Mystic; Google Veo, Kling, Seedance, Wan, Hailuo, Runway), Midjourney, Adobe Firefly, ElevenLabs