

CHRISTOPHER BAKER

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StoryFlow.Social | CommunityAuthors.com | ChristopherHawke.com | NewFortune.ai

Founder | Technical Product Manager | SaaS, Automation, AI & Growth Systems

PROFESSIONAL SUMMARY

Founder and hands-on technical product leader blending full-stack engineering, automation, product strategy, infrastructure, and digital growth. Since 2013, built and operated multiple brands under Unified Technologies LLC, owning product direction from concept through deployment, customer workflows, monetization, and ongoing operations. Experienced across SaaS, subscriptions, e-commerce, AI-assisted workflows, WordPress/WooCommerce, Dockerized infrastructure, Cloudflare, pfSense/Netgate, and n8n automation pipelines.

SELECTED LEADERSHIP HIGHLIGHTS

- Built and operated multiple digital products and technical systems under Unified Technologies LLC since 2013, owning direction across engineering, product, infrastructure, automation, subscriptions, analytics, and growth systems.
- Led IT and business systems supporting e-commerce, sales, marketing, CRM, customer lifecycle operations, web platforms, and internal technical reliability.
- Led weekly critique groups for more than a decade and larger writing communities with thousands of members, strengthening facilitation, coaching, accountability, and long-term group leadership.

CORE COMPETENCIES

Product strategy & roadmap ownership | Engineering leadership & technical strategy | SaaS and subscription platforms | Full-stack web architecture | API integrations & automation pipelines | DevOps, infrastructure & operational reliability | Analytics, funnels & lifecycle workflows | AI-assisted development | Cross-functional product / engineering partnership

EXPERIENCE

Unified Technologies LLC - Founder / Technical Product & Growth Systems Leader

Fort Lauderdale, FL | Mar 2013 - Present

Built and operated multiple digital products and technical systems, owning direction across engineering, product, infrastructure, automation, subscriptions, analytics, customer lifecycle, and ongoing operations.

StoryFlow.Social - Founder / SaaS & Automation Platform Builder

- Built a subscription SaaS platform helping authors maintain consistent Facebook and Instagram visibility through automated, workflow-driven publishing.
- Owned engineering direction across application logic, scheduling workflows, platform integrations, subscription flows, hosting, monitoring, and reliability.
- Implemented analytics, conversion-focused landing pages, onboarding flows, and operational tooling to support customer lifecycle and product iteration.

NewFortune.ai - Founder / AI Product Builder

- Built an AI-assisted subscription product centered on structured user guidance, engagement flows, and AI-enabled interpretation experiences.
- Integrated modern AI tooling, content pipelines, subscription workflows, and user-facing experience design while balancing experimentation with reliability and trust.

CommunityAuthors.com - Co-Owner / Product & Platform Lead

- Delivered end-to-end web and product infrastructure, including site builds, updates, security, operations, digital service workflows, and partner launch support.
- Planned and executed SEO/content, email, and campaign-driven launches supporting audience growth, customer engagement, and service delivery.
- Led weekly critique groups for more than a decade and supported thousands of writers internationally through workshops, coaching, and structured feedback.

Selected Technical Delivery Across Brands

- Infrastructure & operations: Docker, Ubuntu Server/Desktop, Nginx, Apache, SSL/TLS, server hardening, backup/restore workflows, SSH, monitoring, and operational troubleshooting.
- Networking & security: pfSense/Netgate firewalls, segmentation/VLAN concepts, Cloudflare DNS/WAF/Rules, DNSSEC, and SPF/DKIM/DMARC mail authentication.

- Automation & data pipelines: n8n self-hosted and cloud workflows, webhooks, cron scheduling, Redis/Celery queues, API orchestration, and Apify scraping workflows.
- AI, media & quality: OpenAI, Anthropic Claude, Google Gemini, prompt engineering, TTS/STT workflows, podcast/audio pipelines, and automated regression testing with Katalon Studio.
- Web platforms & growth systems: WordPress, WooCommerce, custom PHP, Flask, analytics instrumentation, SEO, landing pages, e-commerce, and subscription workflows.

Amazon Herb Company - Director of Information Technology

Jupiter, FL | May 2009 - Feb 2012

- Led IT team supporting e-commerce, business systems, sales/marketing operations, CRM workflows, and customer-facing technology initiatives.
- Owned and modernized company technology systems; built .NET e-commerce solutions with dynamic multi-site experiences and customer-specific offerings.
- Implemented promotions/coupon redemption tooling and integrated automated email campaign systems.
- Worked extensively with Exigo CRM and API-based integrations to support sales, marketing, and business operations.

EAS / Abbott Laboratories - Webmaster / Programmer Analyst (Web Dev, Design, TPM, DBA)

Golden, CO | Aug 2000 - Aug 2007

- Maintained a high-traffic family of sites including EAS.com and Bodyforlife.com, serving as first contact for web emergencies and production issues.
- Owned development, staging, and production environment operations, including reverse proxy architecture and revision control processes.
- Built custom CMS and web applications including recipe tools, guestbook/blogging systems, e-commerce tools, and an ASP.NET intranet portal.
- Supported Oracle E-Business Suite 11i migration, delivered SSO and cross-site content/search tooling, and managed SQL Server production instances with tuning, indexing, and backup workflows.

ADDITIONAL EXPERIENCE

Kinsail Corporation - Web Developer, programmed solutions for the IRS using proprietary tools. | Saint Thomas, USVI | Oct 2012 - Feb 2013

Kottmann, Inc. - Webmaster, built and maintained websites and applications for the Criminal Justice Network intranet supporting local law enforcement, the military, and the FBI. | Miramar, FL | Nov 1998 - Apr 2000

Morris Media - Web Designer, designed websites, logos, 3D graphics, and custom scripts for clients using contemporary web technologies. | Fort Lauderdale, FL | Oct 1997 - Oct 1998

AUTHOR & SPEAKING HIGHLIGHTS

- Writing represented by The Evan Marshall Agency; selected titles include The Chamber, Unnatural Truth, Altered Selves, and additional fiction/nonfiction work.
- The Craft of Writing reached #1 on Amazon and maintained Top 10 status for multiple years.
- Delivered domestic and international workshops featured in publications including the Sun Sentinel; led weekly critique groups in South Florida (and online) for more than a decade.

TECHNICAL SKILLS

Languages & scripting: Python, JavaScript, PHP, SQL/T-SQL, HTML/CSS; legacy VB/VBScript and ASP

Platforms & frameworks: Flask, WordPress, WooCommerce, custom PHP, CMS architecture; legacy ASP.NET exposure

Infrastructure: Docker, Ubuntu Server/Desktop, Nginx, Apache, SSH, cron, Cloudflare, pfSense / Netgate

Automation & data: n8n cloud + self-hosted, Redis, Celery, webhooks, API orchestration, Apify

Analytics & growth: Google Analytics / WebTrends, SEO, landing pages, conversion workflows, subscription and e-commerce flows

AI, testing & media: OpenAI, Anthropic Claude, Google Gemini, prompt engineering, TTS/STT workflows, Katalon Studio, Photoshop, DaVinci Resolve

Collaboration & PM: Roadmap planning, stakeholder communication, documentation, client coaching, cross-functional delivery

EDUCATION

Art Institute of Fort Lauderdale - Associate of Science