



**Sarah DeNike** · 3rd

Seasoned marketing leader with a focus on analyzing data to help streamline businesses

Sammamish, Washington, United States · [Contact info](#)

180 connections

 Buttonsmith Inc.

 Western Governors University

## Experience



### VP of Marketing

Buttonsmith Inc. · Full-time

Apr 2015 – Present · 6 yrs 10 mos  
Carnation, Washington, United States

As a member of the Senior Staff, I have built and executed marketing strategy to fit with the overall company strategy and direction.

Marketing strategy

Messaging - corporate and product

Social media

Partnership development

Trade show management

Marketing material creation

[...see more](#)



### President & Founder

Denike Communications LLC

Jan 2005 – Present · 17 yrs 1 mo  
Sammamish, WA

Founded and managed communications consulting business focused on online, print, social media marketing, project/client management, product positioning and content creation, in support of technology, real estate and vineyard management companies.

[...see more](#)



### Founder, Blogger, Writer

The Will to See

Aug 2009 – Present · 12 yrs 6 mos  
Sammamish, WA

Created and currently write parent- and patient-focused blog focusing on parenting, children's vision and GI issues

Created social media profiles for blog and manage presence including Facebook, T...[see more](#)



### Marketing Manager

VoteHere

2003 – 2006 · 2 yrs  
Bellevue, WA

Managed marketing for voting technology company

Managed company's online presence, including website content creation and design

Oversaw all marketing and sales positioning and message pull-through [...see more](#)



### Microsoft

2 yrs

#### Marketing Manager Contract

2001 – 2003 · 2 yrs  
Redmond, WA

Led product packaging development in support of Office 11 launch

Oversaw packaging development for five products in the Office product suite

Led creation of all packaging deliverables, including retail box, CD labels, CD [...see more](#)

#### Marketing Manager Contract

2001 – 2002 · 1 yr  
Redmond, WA

Oversaw marketing programs in support of the .NET Platform Strategy Group

Created customer evidence plan and managed its execution

Oversaw creation of marketing collateral, including management of creative agency; [...see more](#)

## Education



### Western Governors University

Master of Science - MS, Data Analytics  
2020 – 2021



### UC San Diego

B.S. Chemistry/Biochemistry

 University of California, Berkeley  
1992 – 1996

 Lodi High School  
1988 – 1992

### Volunteer experience

 **President**  
Skyline Booster Club  
Aug 2019 – Present · 2 yrs 6 mos  
Education

 **Cubmaster and Treasurer**  
Cub Scout Pack 225  
Aug 2012 – Jun 2017 · 4 yrs 11 mos  
Children

I have held the position of treasurer for five years and cubmaster for two years for our cub scout pack.

 **Event Chair**  
Creekside Elementary PTSA  
Sep 2010 – Jun 2019 · 8 yrs 10 mos  
Children

I have volunteered with our school PTSA for many projects, including Halloween Maze Chair and Box Tops Coordinator.