

# The Road to Digital Marketing: Sage Goodwin's Tech Journey



Growing up across the United States in cities and small towns, Sage has seen a wide variety of the country. During the 2008 recession in a 16-foot Winnebago, he and his three younger brothers traveled across 35 states with their parents. "Gas in parts of California was \$6 a gallon then, and we didn't have much," Sage recalls, "but those adventures shaped me." The family navigated the highs and lows of life on the road, living with limited resources but abundant curiosity. While traveling, they volunteered on organic farms through a program called WWOOF (World Wide Operators on Organic Farms), which allowed him diverse experiences. During his childhood, Sage's fascination with technology grew as he spent hours building with LEGO and diving into Apple's history. By the time he got his first computer—a used iMac—he was ready to learn video editing, a skill that would shape his early career. Long before that, he was already taking apart broken computers to understand how they worked.

"I never really put them back together all that often," he chuckles, "but I learned so much about how computers worked." His early experiences sparked a fascination with technology and storytelling that would grow as he did.

Eventually, his family settled in Canon City, Colorado, after Sage's father took a job with the Department of Corrections. This unique upbringing in a close-knit, ever-moving family instilled in Sage a natural curiosity, adaptability, and a drive to make the most of every opportunity—a foundation that would fuel his later endeavors in media and tech.

## Achievements

- Star Wars Uplink Podcast: 53,000 followers
- 41 million views
- Worked with Google-acquired startup

## Career Path

- Started as tech enthusiast
- Worked in community technology programs
- Freelance digital marketing
- Currently in tech and digital marketing

## Key Experience

- Developed Digital Branding for Tech Startups
- Ran the Canon City Public Library Makerspace
- Managed YouTube growth from 600 to 26,000 views

# Building a Community through Star Wars

---

In 2015, Sage combined his tech skills and love for Star Wars to launch The Star Wars Battlefront Podcast, now called Star Wars Uplink, a podcast dedicated to the Star Wars gaming universe, originally started with his younger brother Sam. Since launching it nine years ago, the podcast created almost 400 episodes, gained 53,000 followers, and amassed over 41 million views. Star Wars Uplink has become a staple in the Star Wars fan community. In 2021, the podcast's focus expanded, and his wife, Sydney, joined as a co-host, marking the beginning of a new era. "We cover everything now—games, movies, shows," Sage explains.

"We started in a cold garage with a single microphone, and now my wife and I have a studio at the Emergent Campus for recording our episodes. And last year we were on a panel at Star Wars Celebration in the UK!" Over the years, Sage has interviewed key figures in the Star Wars gaming world, including the executive producer of Battlefront and the writers for the Battlefront 2 campaign. "The ability to talk to these super talented people from all over the world has been amazing. Pretty crazy, that it's all done from little old Fremont County!"

## Growing a Career and Giving Back to the Community

---

Sage's passion for tech didn't stop with Star Wars Uplink. For years, he worked at the Canon City Public Library, where he ran the makerspace and organized events for teens, building a foundation in community engagement and technology. His career took a pivotal turn when he was invited to the South Central Tech Sector's Quarterly Meeting in 2019. "That one meeting changed everything," Sage reflects.

**"FEDC and SoCe Tech has been an amazing resource for learning, mentorship, and the ability to use my skills for something that truly matters."**

The structured environment of the library gave Sage a solid base, but he soon found that the tech industry offered the creative freedom he craved. When an opportunity arrived in 2022, Sage embraced this new path, excited to explore the possibilities of tech beyond community programs.

In 2021, he founded Tye Dye Sheep, a digital marketing agency specializing in video, graphic design, and podcasting. This venture allowed him to work with various clients, including a VDI startup that was acquired by Google in 2024, and a billion-dollar tech company, where he contributed his video and design skills. "I love the innovation side of tech," Sage says. "My favorite part is telling good stories. Good stories can be found in pretty much anything, if you look hard enough."

Sage also volunteers for organizations in Fremont County, including the FEDC, Canon City Public Arts Council, and the Royal Gorge Young Professionals. These connections have helped him build a network of friends and mentors.

# Embracing Change and New Challenges

---

From collaborating with high-profile companies to supporting his local community, Sage's career continues to evolve. At the beginning of 2022, Sage started a job as a remote full time digital marketing director for a Microsoft Azure focused tech company based out of London. He managed everything from the social media accounts, the company rebrands and messaging, the style guides, case studies, one pagers, and partner materials, while growing their YouTube following from 600 views to 26,000.

**“The opportunity to use the skills I had developed across my years as a freelancer for a single company and make that all mesh together in a consistent way was really fun.”**

On top of his work in tech, he's currently refining his company Tye Dye Sheep, building a consistent client pipeline and mentoring emerging talent in digital marketing. “I'm working with interns and training others to capture the essence of storytelling in marketing,” he explains, “the need for compelling stories and quality visuals has never been higher, and I'm really glad I can do that from somewhere I love to live.”

With his wife Sydney and newborn daughter Elowyn by his side, Sage is grateful for the life he's built in Fremont County. “We've been able to buy a house, start a family, and grow a business here. I'm surrounded by amazing people who support me,” he says.

# Looking Forward: A Bright Future in Tech

---

Sage envisions a future where tech intersects with every industry, enhancing lives and creating new possibilities. “The tech community here is incredible,” he says. “If you’re part of a community, especially in Fremont County, people will show up for you.”

Sage’s story isn’t just about his career—it’s about finding purpose, building connections, and pursuing passions. He’s proof that with creativity, hard work, and a little help from friends, anyone can create a lasting impact.

“My journey taught me that if you’re positive and put yourself out there, you can be part of something much bigger. You can truly make a difference.”

## EMERGENT CAMPUS

[www.emergentcampus.com](http://www.emergentcampus.com)

### About

At Emergent Campus, we offer state-of-the-art facilities in a setting rich with history. Whether you're an entrepreneur seeking to incubate your startup, a professional in need of a dynamic co-working space, or a company looking for a bespoke office setup, we provide an environment that is conducive to growth and success.

Join us at Emergent Campus, where the past and future converge to create endless possibilities. Innovating, collaborating, and succeeding together!