

SAM FELDSTEIN  
CONTENT EDITOR

SKILLS

Editorial

Proofreading  
Fact-checking  
Typography and formatting

Web Content

Web publishing workflows  
Web Design and Development  
Accessibility best practices

Web Performance

Static site generation  
Modern image formats  
Headers and caching

EDUCATION

Master of Fine Arts in Screenwriting

Chapman University | Orange, CA | December 2018 (withdrew)

Bachelor of Arts in English and Creative Writing

The University of Iowa | Iowa City, IA | December 2016

EXPERIENCE

Bookseller

April 2025 – Present | Longmont, CO

- Deliver exceptional customer service, helping customers find books and recommending personalized selections, driving repeat business.
- Manage inventory, organize displays, and process transactions with precision, ensuring smooth daily operations.
- Maintain an extensive and up-to-date knowledge of a wide range of genres, authors, and literary trends, ensuring expert guidance and tailored recommendations for every customer.

Freelance Web Designer & Developer

April 2024 – February 2025 | Boulder, CO

- Build bespoke, high-performance websites using modern static site generators and Content Management Systems.
- Optimize site performance using strategies like image optimization, CDN caching, and lean codebases to achieve sub-second load times and 95+ Lighthouse scores.
- Where needed, create content management workflows with headless CMS integrations, enabling non-technical clients to update site content independently.

Freelance Journalist @ The Big Bend Sentinel

September 2022 – December 2023 | Marfa, TX

- Produced compelling local journalism covering community events and grassroots activism, developing expertise in interview techniques and deadline-driven writing.
- Conducted in-depth interviews with community leaders, activists, and local stakeholders to uncover compelling narratives and ensure accurate representation.
- Balanced journalistic integrity with narrative storytelling to create articles that were informative, engaging, and accessible.

General Manager @ The Sentinel

October 2020 – November 2021 | Marfa, TX

- Managed front-of-house operations, delivering exceptional customer service and fostering a welcoming, community-oriented atmosphere.
- Led hiring efforts by crafting compelling job postings, conducting interviews, and implementing a standardized training program to ensure team consistency and efficiency.
- Oversaw inventory management, vendor relations, and supply ordering to optimize costs and maintain seamless operations.

WordPress Developer @ The Sentinel

November 2020 – November 2022 | Marfa, TX

- Designed, developed, and launched an e-commerce platform using WordPress and WooCommerce, enhancing the business's digital presence and revenue potential.
- Refined site architecture and user interface to streamline navigation and maximize conversions, leading to a more seamless customer experience.
- Implemented SEO-driven strategies, including keyword optimization and engaging product descriptions, to boost organic search visibility and drive consistent traffic.

## ReGreen Big Bend

Website | January 2025 – February 2025

- Developed a custom WordPress theme for an environmental restoration project in Far West Texas.
- Designed high-fidelity mock-ups in Figma with a focus on regional aesthetics and responsive design.
- Optimized performance through strategic asset loading and caching to achieve 95+ Lighthouse scores.

## Postoley Dance Ensemble

Website | November 2024 – February 2025

- Built a website for an independent folk dance studio in Boulder, CO.
- Transformed the legacy site into a modern, component-based static website using Astro, achieving 95+ Lighthouse performance scores.
- Integrated a headless CMS so the client could update site content independently.

## Prairie Rose Arena

Website | April 2024 – May 2024

- Built a custom static website for an equestrian event center in Elkhart, IA.
- Conceived and implemented a complete site redesign with a mobile-first, responsive approach.
- Integrated a headless CMS to allow the client to independently manage events.
- Optimized performance through modern build processes, lazy loading, and asset optimization.

## Like Father, Like Son, Like Movies

Podcast | November 2022 – Present

- Host and produce a podcast about film, independently managing all aspects from concept development to distribution.
- Utilize comprehensive production workflow, delivering consistent content across all major listening platforms.

## PUBLICATIONS

## Made of Memories

Short Story | *Tales to Terrify* | December 2023

## Big Bend Reproductive Coalition Launches Community Needs Assessment

News Article | *The Big Bend Sentinel* | August 2023

## The First

Flash Fiction | *The Collidescope* | October 2022

## Trans-Pecos Festival of Music + Love Doubles as Platform for Advocacy and Outreach

News Article | *The Big Bend Sentinel* | October 2022

## Absence of Meaning in *The Lighthouse*

Criticism | *The Frida Cinema Blog* | April 2022

## VOLUNTEER

## Wix Developer & Horseback Riding Instructor @ Community Health and Equine Coalition

April 2024 – May 2024 | Galveston, TX

- Redesigned and maintained the organization's website using Wix CMS, enhancing user experience and accessibility.
- Integrated a secure payment gateway, streamlining the donation process and increasing fundraising efficiency.
- Instructed clients aged 13-25 in horseback riding, fostering skill development and confidence.

## Volunteer @ Workaway

April 2024 – September 2024 | Various Locations

- Hippotherapy Center in Galveston – Cared for farm animals, assisted with daily operations, and contributed to improvement projects.
- Airbnb Supervision in New Orleans – Managed guest coordination, answered inquiries, resolved issues, and cleaned units.
- Home Improvement in Boulder – Built a flagstone wall and replaced deteriorating flagstone steps.
- Collaborated with volunteers from Hungary, Italy, Spain, and France, developing strong cross-cultural communication and teamwork skills.

## Theater Staff @ The Frida Cinema

March 2019 – March 2020 | Santa Ana, CA

- Assisted in theater operations, including ticketing, concessions, and customer service, ensuring a seamless guest experience.
- Maintained a welcoming and informative environment by providing guests with film details, schedules, and theater policies.
- Solicited donations at the register, supporting fundraising efforts for independent film programming.