BOULDER, CO   SAM@SAMFELDSTEIN.XYZ

SAM FELDSTEIN
MEADERY ASSISTANT

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

SKILLS

Managerial
- Team leadership and development
- Operational management
- Inventory management and vendor relations

Customer Service & Retail
- Customer service and support
- Order fulfillment
- Packing and shipping

Creative & Technical
- E-commerce platforms
- Web Design and Development
- Web content writing

EXPERIENCE

Freelance Web Designer & Developer
April 2024 – Present | 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.

Retail Associate and Gallery Attendant @ The Marfa Store
January 2022 – December 2023 | Marfa, TX

- Managed the Shopify storefront and inventory across 100+ SKUs, ensuring accurate stock levels, timely restocks, and a seamless online shopping experience.
- Handled order fulfillment, expertly packing and shipping artwork and retail goods with secure, professional-grade techniques to ensure safe delivery.
- Provided top-tier customer support, resolving inquiries and order issues promptly while fostering positive client relationships that enhanced brand reputation.

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.

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 and Farm 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 to maintain high standards.
- 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.

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
Film Criticism | *The Frida Cinema Blog* | April 2022

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.