

SAM FELDSTEIN
CONTENT EDITOR

SKILLS

Editorial

Proofreading
Fact-checking
Typography and formatting

Web

Web publishing workflows
Web Design and Development
Accessibility best practices

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.