

# SAM FELDSTEIN

## MARKETING ASSISTANT

### EDUCATION

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**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

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| Marketing               | Design & Creative | Technical       |
|-------------------------|-------------------|-----------------|
| Writing                 | Figma             | Video Editing   |
| Social media            | Web Design        | Audio Editing   |
| SEO (working knowledge) | Photography       | Web Development |

### EXPERIENCE

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- Freelance Web Developer**  
April 2024 – Present | Boulder, CO
- Build bespoke, high-performance websites using modern static site generators (Astro, Eleventy) and Content Management Systems (WordPress).
  - 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.

- Development Assistant @ Sugar23**  
November 2022 – December 2023 | Hollywood, CA (remote)
- Evaluated manuscripts and scripts for potential TV/film adaptation at the production company behind Netflix hits *Maniac* and *The OA*.
  - Wrote comprehensive script coverage analyzing the story and market potential, offering adaptation recommendations that informed executive decision-making.
  - Delivered high-quality 10-page coverage reports for two ~300-page manuscripts weekly, maintaining consistent output while meeting tight deadlines.

- 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.

- Shopify Store Manager @ 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**  
March 2021 – 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.

## PROJECTS

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### ReGreen Big Bend

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

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

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.

### Personal Website

May 2024 – June 2024

- Built a high-performance personal site using Astro and Cloudflare Pages, achieving sub-second load times and 100/100 Core Web Vitals scores.
- Used a component-based architecture with scoped CSS modules, reducing CSS payload while maintaining design consistency.
- Implemented performance optimizations including prefetching and an automated image optimization pipeline for WebP/AVIF delivery.

## PUBLICATIONS

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### 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

## VOLUNTEER

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### 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.

### 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.