SAM FELDSTEIN

WEB DESIGN AND DIGITAL CONTENT

DENVER, CO SAM@SAMFELDSTEIN.COM SAMFELDSTEIN.XYZ

SKILLS

WordPress (customization, custom themes, page templates, WooCommerce), Digital content creation, Website management, Accessibility (alt text, color contrast, semantic HTML), SEO, Site analytics, HTML, CSS, JavaScript, Shopify, Wix, Staff and client training, AI tools (Claude)

EXPERIENCE

Owner, Web Developer, Presswork Web Co.

October 2026 – Present | Denver, CO

- Run a web design and development business for small businesses and nonprofits.
- Audit existing sites for accessibility, performance, and SEO, and write plain-language findings for owners.
- Build mobile-first, accessible sites with contact forms, SEO, and analytics.
- Offer ongoing care: hosting, backups, security updates, and content updates.

Freelance Web Developer

April 2024 – October 2026 | Denver, CO

- Built websites for an environmental nonprofit (a custom WordPress theme), a dance ensemble, a pediatric therapy practice, and a horse arena.
- Optimized sites for accessibility, speed, and SEO.
- Set up content management so clients could update their own sites without code.
- Guided clients through launches and handled content updates after launch.

Development Assistant, Sugar23

November 2022 – December 2023 | Hollywood, CA

- Evaluated manuscripts for the production company behind *Dickinson* (Apple TV) and *The Laundromat* (Netflix).
- Wrote script coverage that distilled each manuscript into a short summary and assessed its adaptation and market potential.

Ecommerce Manager, The Marfa Store

January 2022 – December 2023 | Marfa, TX

- Managed the Shopify storefront and inventory of 100+ items.
- Kept product listings accurate and optimized for SEO, from titles and descriptions to prices and stock levels.

WordPress Developer, The Sentinel

November 2020 – November 2021 | Marfa, TX

- Launched an online storefront with WordPress and WooCommerce.
- Refined the store's interface for accessibility and user experience.
- Wrote product descriptions and page titles optimized for SEO.
- Trained staff to manage content and products.

VOLUNTEER

Wix Developer, Community Health and Equine Coalition

April 2024 – May 2024 | Galveston, TX

Improved the accessibility and user experience of the nonprofit coalition's Wix site, and integrated a secure payment gateway.

SELECTED PROJECTS

Prairie Rose Arena

Website | May 2024 | Elkhart, IA

Rebuilt a horse arena's site, with an attached CMS to let the client make updates without code.

ReGreen Big Bend

Website | February 2025 | Terlingua, TX

Custom WordPress site for an environmental nonprofit, with a theme built from scratch.

Postoley Dance Ensemble

Website | February 2025 | Boulder, CO

Rebuilt a dance ensemble's site for accessibility, with a CMS the client edits.

PUBLICATIONS

Big Bend Reproductive Coalition Launches Community Needs Assessment with Inaugural Town Hall

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

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

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

EDUCATION

BA, English and Creative Writing, cum laude | University of Iowa | 2016

MFA, Screenwriting, withdrew | Chapman University | 2018