SAM FELDSTEIN

WEB DEVELOPER & TECHNICAL SEO

DENVER, CO SAM@SAMFELDSTEIN.COM SAMFELDSTEIN.XYZ/CODE

SKILLS

Technical SEO, On-page SEO, Website audits, Google Search Console, Google Analytics 4 (basic), Schema markup (structured data), XML sitemaps, robots.txt, Crawlability and indexation, Canonical URLs, Metadata, Site architecture, Internal linking, Content optimization, Core Web Vitals (LCP, CLS), PageSpeed Insights, Lighthouse, WordPress (custom PHP themes, WooCommerce), Shopify, HTML, CSS, JavaScript, Claude Code

EXPERIENCE

Owner, Web Developer, Presswork Web Co.

October 2026 – Present | Denver, CO

- Build mobile-first, accessible client sites in plain HTML, CSS, and JavaScript on Cloudflare, with schema markup, sitemaps, canonical URLs, and social tags.
- Run technical audits of existing sites for SEO, performance, and accessibility, and write plain-language findings for owners.
- Monitor sites in Google Search Console and Cloudflare Web Analytics.
- Check builds with dependency-free Node scripts that catch missing metadata, broken links, and out-of-date sitemaps, and run a weekly check of live sites for crawl problems (robots.txt, sitemaps, redirects, stray noindex) and Core Web Vitals (LCP, CLS) through PageSpeed Insights and Lighthouse.

Freelance Web Developer

April 2024 – October 2026 | Denver, CO

- Built client websites with Astro and WordPress for a nonprofit, a dance ensemble, a pediatric therapy practice, and a horse arena, including migrations from WordPress to Astro with redirects from old URLs.
- Set up site architecture and navigation on every client site, and planned internal links within page content.
- Set up Decap CMS and wrote plain-language guides so clients could edit their own content without code, then handled hosting, backups, and security updates after launch.

Ecommerce Manager, The Marfa Store

January 2022 – December 2023 | Marfa, TX

- Managed the Shopify storefront and inventory across 100+ SKUs.
- Wrote product titles and descriptions around the terms shoppers search for, and kept prices and stock levels accurate.

WordPress Developer, The Sentinel

November 2020 – November 2021 | Marfa, TX

- Launched an online storefront with WordPress and WooCommerce, and handled hosting and SSL.
- Set up on-page SEO for the new store, from product descriptions to search-optimized page titles.
- Trained staff to manage content and products.

AI WORKFLOW

Build with Claude Code, directing project architecture and reviewing every change. A custom library of Claude Code skills has a separate AI agent review each plan and then cold-review the code, and runs Lighthouse, automated accessibility scans, and a scripted VoiceOver walkthrough before deploy. Then test by hand, so no AI-generated code reaches production until a human has verified it.

SELECTED PROJECTS

Prairie Rose Arena

Website | October 2026 | Elkhart, IA

Astro site for an equine event center, with Event schema, a generated XML sitemap, and a nightly rebuild that drops past events.

Postoley Dance Ensemble

Website | April 2025 | Boulder, CO

Redesigned the site and rebuilt it from WordPress in Astro, with a redirect from its old domain.

ReGreen Big Bend

Website | February 2025 | Terlingua, TX

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

EDUCATION

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

MFA, Screenwriting, withdrew | Chapman University | 2018