

MOUSA BATARSEH

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Lindsey Fahy, Chief Marketing Officer — Déhanche

Re: eComm Manager (Remote)

Dear Ms. Fahy,

I'm applying for the eComm Manager role. The posting asks for someone who notices when a bestseller is buried or an in-stock product is showing as pre-order, and fixes it before anyone asks. So before applying, I checked dehanche.com for exactly that and wrote it up as the first Monday report I'd send: mousabatarseh.com/dehanche-review.

A few of the twelve findings: the sold-out Hollyhock Crystal holds slot 10 of All Belts while Constance, a \$250 best seller, sits at 33; the Pre-Order page lists three final-sale belts that are in stock now; three versions of All Belts are in the sitemap; none of the 722 product images has its own alt text; and 34 products are tagged as both 24K and 18K gold. The page also includes a scanner that runs those checks on all 164 live products, a revenue pacing board (on sample numbers), six Klaviyo flow ideas driven by sales data, and a ranked test roadmap.

I've run storefronts end to end for seven years. At Universal Wholesale and United Textile, I built and merchandised Shopify and WooCommerce stores for two apparel and textile brands, maintained 14,000+ SKUs, and ran launches, collections, promotions and migrations. Today I run the wholesale e-commerce site and a portfolio of retail sites at Wild Bill's Tobacco. I test changes before rolling them out, and I report from GA4 and Search Console.

Déhanche treats the belt as an object of design, and the site should give every product that same care every day. I'd like to be the person responsible for that, and I'd welcome the chance to walk you through the review.

Thank you for your time,

Mousa Batarseh

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