

# MOUSA BATARSEH

E-Commerce Manager • Shopify Merchandising • Launches • Site Performance & Reporting

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## SUMMARY

E-commerce specialist with 7 years owning storefronts day to day: merchandising, product data, launches, SEO and performance reporting. Built and ran Shopify and WooCommerce stores for two apparel and textile brands, with catalogs of 14,000+ SKUs, seasonal launches and promo calendars. I find site problems before anyone reports them, test changes before rolling them out, and report from GA4 and Search Console.

## HIGHLIGHTS

- **Merchandising & launches:** homepage, collection and navigation merchandising around launches and seasonal campaigns; launch readiness coordinated with marketing and merchandising.
- **Product data:** imports, bulk edits and platform migrations for catalogs of 14,000+ SKUs; accurate pricing, inventory, attributes, imagery and product copy.
- **Testing & reporting:** ran A/B and conversion tests; performance reads from GA4, Search Console and PageSpeed turned into clear next actions.
- **Site hygiene & SEO:** redirects, metadata and URL structure through migrations; organic rankings to Google pages 1-2 within the first year; near-perfect PageSpeed scores on a site I manage.
- **Déhanche Week 0 report:** 12 evidence-backed findings on dehanche.com, a scanner run on all 164 live products, a revenue pacing board, six Klaviyo flow concepts and a ranked test roadmap (mousabatarseh.com/dehanche-review).

## PROFESSIONAL EXPERIENCE

**Webmaster** | *Wild Bill's Tobacco — Michigan (multi-location retail)*

Dec 2023 – Present

- Run the wholesale B2B e-commerce site: catalog accuracy, inventory, pricing, product descriptions and imagery across a large assortment.
- Build and launch seasonal and promotional campaign pages with marketing and merchandising, and own launch readiness.
- Monitor performance, uptime and SEO across a portfolio of retail websites, and fix issues before they reach customers.
- Develop custom WordPress/Elementor pages, forms and landing pages, with QA and change management on every release.

**Webmaster / E-Commerce Specialist** | *Universal Wholesale & United Textile — Southfield, MI*

Jun 2019 – Apr 2023

- Built, launched and ran Shopify and WordPress/WooCommerce stores for two apparel and textile brands in parallel.
- Merchandised homepages, navigation, collections and category pages around product launches and a seasonal promo calendar.
- Maintained 14,000+ SKUs (inventory, pricing, collections, product copy, images, SEO metadata) and migrated thousands of products with redirects.
- Designed promotional banners and email assets, created coupons, and coordinated product and stock updates with the warehouse.
- Improved organic Google rankings to results pages 1-2 within the first year.

**Earlier roles** | Edwardian Hotel (San Francisco) • Shababjobs.com • Omar & Khaled Bulos Zumot Co. (Amman) — night audit, account management, sales reporting.

2013 – 2019

## SKILLS

**Shopify:** collections (manual & automated) • tags & product attributes • bulk CSV • product pages • themes & apps • promotions & discounts • launch QA

**Growth & analytics:** A/B & CRO testing • GA4 • Google Search Console • PageSpeed / Core Web Vitals • Excel & Sheets reporting • weekly performance reads

**Web & tools:** WooCommerce/WordPress • Elementor • HTML/CSS/JavaScript • Photoshop • AI-assisted workflows (Claude, ChatGPT) for data cleanup, QA and copy • bilingual English/Arabic

## EDUCATION & CERTIFICATIONS

**B.S. Accounting Information Systems** — Al-Balqa Applied University, Amman

2006

Advanced Digital Marketing & Growth Strategies (Wharton) • Google Digital Marketing certificates (Coursera) • Shopify & WordPress training (Udemy) • Web Dev Fundamentals (NuCamp, Detroit) • Generative AI for Business Leaders (LinkedIn)