

MOUSA BATARSEH

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October 23, 2026

Extended Stay America
eCommerce Team

Re: eCommerce Specialist (remote)

Hello,

A property page update usually looks fine in review. The trouble shows up later: an accessibility scan flags a photo with a filename for alt text, or the FAQ still quotes last month's pet fee. Your posting asks for one person to own content, SEO, WCAG 2.2 and release testing on esa.com and the app, so I built a small version of that job to show how I would work.

It is called Page Preflight: **mousabatarseh.com/esa-proposal**. One fictional property, eight ordinary change tickets. For each change it shows the field, the rule it breaks, who owns the fix, and whether a scanner would even notice. Four of the ten findings get no scanner warning at all, and those are the ones a content specialist has to catch. It ends with a ship, patch or hold call, a post-release QA check, and an Excel workbook you can use without the site.

My background fits the daily work. For nearly five years at Universal Wholesale I ran two storefronts with 14,000+ SKUs, handled SEO, and tested platform migrations product by product before cutover. At Wild Bill's Tobacco I managed site content and campaign pages with marketing. I now run Smart Ecom Lab, where I build checking tools for e-commerce teams with AI-assisted development and my own review of every result. I am also studying AI Engineering, which helps with the AI-search side of the SEO work you describe.

To be direct about the gaps: I have not used dotCMS, and I have not run a formal WCAG audit for an employer. I learned the WCAG 2.2 criteria for this project and built the check around them. I learn platforms fast, and I am comfortable with late release nights.

Thank you for reading. I would welcome a conversation.

Mousa Batarseh

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