

MOUSA BATARSEH

E-Commerce Content Specialist • CMS Content, SEO, Release Testing

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SUMMARY

E-commerce specialist with 7 years building and running online stores. I manage site content in a CMS, keep product and page data accurate across a catalog of 14,000+ SKUs, apply on-page and technical SEO, and test migrations and releases field by field before they go live. Remote from Warren, MI, and comfortable with late release windows.

SELECTED PROJECT

Page Preflight (2026, independent) • mousabatarseh.com/esa-proposal — A working pre-release check for hotel property page updates. Eight ordinary content changes (a pet fee, a photo set, a promo, a sticky booking bar) run against content accuracy, WCAG 2.2 A/AA criteria, Google title guidance and web/app parity. Each finding names the field, the rule, the owner and whether a scanner would flag it, then gives a ship, patch or hold call and a post-release QA scorecard. Includes an Excel workbook with live verdict formulas. The property is fictional and labeled that way.

CORE SKILLS

Content & CMS: page and product content entry • WordPress / Elementor • Shopify • WooCommerce • Wix • basic HTML and CSS • image and alt text management • content QA and fact checking

SEO: on-page and technical SEO • title and meta patterns • schema markup • redirects and URL structure • Google Search Console • GA4

Testing & process: migration and release testing • field-by-field comparison before cutover • documenting defects with owner and fix • checklists and Excel workbooks

PROFESSIONAL EXPERIENCE

Web Content Manager | *Wild Bill's Tobacco* — Troy, MI (multi-location retailer) Oct 2024 – Jul 2025

- Managed content across the corporate site portfolio and the wholesale B2B e-commerce site (WordPress, WooCommerce, Elementor): product setup, descriptions, imagery, pricing and inventory, checking each page before it went live.
- Built seasonal and promotional campaign pages with the marketing and merchandising teams, kept search metadata current, and reported in GA4 and Search Console.

Webmaster / E-Commerce Specialist | *Universal Wholesale & United Textile* — Southfield, MI Jun 2019 – Apr 2024

- Built and ran two storefronts in parallel (WooCommerce and Shopify) with a catalog of 14,000+ SKUs: bulk imports, attributes, collections, product copy, images and SEO metadata.
- Migrated catalogs between platforms and tested each cutover: products, prices, redirects and URL structure checked before and after launch.
- Improved on-page and technical SEO. Organic rankings reached Google pages 1–2 within the first year.
- Ran the seasonal promo calendar, coupons and banners, and coordinated stock with the warehouse.

Founder, Smart Ecom Lab (independent e-commerce and web work) | Warren, MI 2024 – Present

- Build checking tools for e-commerce teams, using AI-assisted development and my own review of every output. Studying AI Engineering at Maestro.
- Cutover Check** (Oct 2026): WooCommerce-to-Shopify migration check comparing all 412 products across both stores. It catches ten kinds of migration errors (changed SKUs, unmapped sale prices, broken redirects) and gives a block, review or ready verdict before cutover.
- ShelfMark** (Sept 2026): audited 21 Michigan storefronts against 29 checks (609 observations) with my own scoring rubric.
- K-WAV, now Total LED** (2024–2025): built and maintained the Wix site for a direct-view LED display manufacturer in Wixom, MI, turning technical spec sheets into product-line pages.

Other experience: Route Driver (part-time), non-emergency medical transportation, Metro Detroit, Jul 2025 – Sep 2026. • Earlier roles (2013 – 2019) include the Edwardian Hotel, San Francisco. Bilingual Arabic/English.

EDUCATION & CERTIFICATIONS

B.S., Accounting Information Systems — Al-Balqa Applied University, Amman, 2010 • **AI Engineering** — Maestro, 2025–present

Google / Coursera: Foundations of Digital Marketing and E-commerce (2024); Attract and Engage Customers with Digital Marketing (2024); From Likes to Leads (2024); Think Outside the Inbox: Email Marketing (2024); Assess for Success: Marketing Analytics and Measurement (2026) • Advanced Digital Marketing & Growth Strategies (Wharton Online, 2023) • Shopify Expert (Udemy, 2023) • WordPress Front-End Development (Udemy, 2022) • HTML, CSS & JavaScript (NuCamp, 2021)

SELECTED PROJECTS

- **Page Preflight** (built for this application): mousabatarseh.com/esa-proposal
- **Portfolio**: mousabatarseh.com • **LinkedIn**: linkedin.com/in/mousabatarseh
- **Cutover Check**: WooCommerce-to-Shopify migration check. mousabatarseh.com/execution-space-proposal • store: execution-space-eqtpkq3j.myshopify.com (password: HireMe)
- **United Textile**: Shopify store with on-page and technical SEO. shopunitedtextile.com
- **Universal Wholesale**: WooCommerce wholesale store, 14,000+ SKUs. universalwholesaleonline.com
- **ChangeAtlas Commerce**: shows what a catalog import will change before it runs. mousabatarseh.com/changeatlas