MOUSA BATARSEH

E-Commerce Specialist · Shopify, WooCommerce, WordPress, Catalog and SEO

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SUMMARY

E-commerce specialist with 7 years building and running online stores and websites on Shopify, WooCommerce and WordPress. Ran 2 storefronts with 14,000+ SKUs as the only web specialist in a 6-person office, moved catalogs between platforms product by product, and brought organic rankings to Google pages 1 to 2 within the first year. Full time today as E-Commerce Developer at Smart Ecom Lab, building stores, websites and catalog tools. Looking for an in-house e-commerce role where I own the store, the catalog and the results. Bilingual English and Arabic. Open to remote or hybrid work from Warren, MI.

CORE SKILLS

Platforms	Shopify · WooCommerce · WordPress · Elementor · WPBakery · custom themes and plugins in PHP
Catalog	product data · CSV imports and exports · bulk price updates · collections and categories · platform migrations · redirects
Marketing	on-page and technical SEO · GA4 · Google Search Console · Core Web Vitals · promo calendars · coupons · campaign pages
Front end	HTML · CSS · JavaScript · responsive QA on phone, tablet and desktop · right-to-left Arabic pages

EXPERIENCE

E-Commerce Developer | Smart Ecom Lab, Warren, MI **2025 to Present**

- **Task:** Build online stores, websites and catalog tools for small businesses, schools and community groups, from first draft to launch.
- **Action:** Built stmaryberkley.org, ptee.org, mawtinidabke.com and Mike's Party Store in WordPress, Elementor and WPBakery, with WooCommerce and Shopify for the stores.
- **Action:** Rebuilt ptee.org in English and Arabic for a theological school, and wrote a WordPress plugin to sync Arabic edits to the English pages with the right text direction.
- **Action:** Built catalog and migration tools: SitePair Sync (a plugin to pair 2 WordPress sites), Cutover Check (WooCommerce to Shopify launch checks), CSV Mapper, and asas.build, an Elementor page library.
- **Result:** 15+ websites and stores launched, each tested on 3 screen sizes. The PTEE site serves 5,000+ students in 28 countries. ASAS ships 3,881 blocks, 143 full pages and 12 color kits.

Web Content Manager | Wild Bill's Tobacco, Troy, MI **Oct 2024 to Jul 2025**

- **Task:** Run web content for a multi-location retailer and its wholesale B2B store, working with the marketing team.
- **Action:** Built greatlakescigarfest.com in WordPress for the company's cigar festival: tickets, sponsor sign-ups and vendors.
- **Action:** Built campaign pages and menus on wildbillstobacco.com: Wild Wednesdays, Father's Day, Christmas and vape menus.
- **Action:** Kept the wholesale B2B catalog current: products, pricing, inventory, descriptions and images.
- **Result:** 6 campaign pages and menus shipped, including 2 vape menus. The festival site launched with 4 ticket tiers, sponsor sign-ups and a 50+ vendor lineup.

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

- **Task:** Run e-commerce for a Michigan import and export wholesaler as the only web specialist in a 6-person office.
- **Action:** Built and ran 2 storefronts in parallel (WooCommerce and Shopify): product data, collections, categories, pricing and coupons.
- **Action:** Moved catalogs between platforms and checked each launch product by product: SKUs, prices, images, redirects, URLs.
- **Action:** Fixed on-page and technical SEO across both stores, and reported search and traffic results in GA4 and Google Search Console.
- **Action:** Ran seasonal promo calendars, coupons and banners, and kept stock and orders in step with a 25-person warehouse.
- **Result:** Organic rankings reached Google pages 1 to 2 within the first year. 14,000+ SKUs managed across 2 stores, with 5 years of seasonal promotions.

Earlier roles (2013 to 2019) include the Edwardian Hotel, San Francisco.

EDUCATION AND CERTIFICATIONS

AI Engineering, Maestro College (in progress)

B.S., Accounting Information Systems, Al-Balqa Applied University, Amman, Jordan, 2010

Certifications: Google AI Essentials Specialization (Google, 2026) · Google Digital Marketing & E-commerce Professional Certificate (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 WORK

Portfolio: mousabatarseh.com/work · stmaryberkley.org · ptee.org · greatlakescigarfest.com · wildbillstobacco.com/wild-wednesdays · mawtinidabke.com · asas.build