

MOUSA BATARSEH

E-Commerce Coordinator · Online Orders, Customer Service & Storefront Operations · Shopify / WooCommerce / WordPress

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SUMMARY

E-commerce specialist with six years running online stores end to end for multi-brand, multi-location retailers in Metro Detroit: the storefront, the catalog, the promotions, and the customer-facing operations behind them. Handles multiple tasks and projects simultaneously in a fast-paced environment — ran two brands' Shopify and WordPress storefronts at the same time, then the web properties and B2B store of a 200+ location retailer. Used to irregular hours: held an on-call route-driver role through September 2026 alongside full-time work, and started out in hotel night audit. Lives in Warren; available for the weekends, holidays and off-hour coverage e-commerce needs. Built a working web-orders desk for this application — inquiry triage across chat, phone and email, a policy clock for returns, damage and delivery, and a fraud-signal screen for online purchases: mousabatarseh.com/gardner-white-proposal.

CORE SKILLS

Customer service & order operations: customer and client communication by phone and email in plain language · problem resolution with resourcefulness and creativity · customer accounts and wholesale registration · invoices, reports and sales reporting · coordination with warehouse and support teams · 1-business-day response standard · bilingual Arabic/English

E-commerce: Shopify · WooCommerce · WordPress/Elementor · order and product data (bulk CSV, 14,000+ SKUs) · pricing, collections, coupons and seasonal promotions · campaign and landing pages that drive e-commerce sales · redirects and URL structure · Google Analytics (GA4) · Search Console

Computer operations: fast, accurate typing · Excel/Sheets · Photoshop · HTML/CSS/JavaScript · macOS and Linux/cPanel hosting environments · QA and change management · AI-assisted workflows (Claude, ChatGPT)

PROFESSIONAL EXPERIENCE

Webmaster / E-Commerce Specialist | Wild Bill's Tobacco — Michigan (200+ location retailer) Oct 2024 – Jul 2025

- Ran the wholesale B2B e-commerce store and two corporate websites (WordPress, WooCommerce, Elementor): a ~9,000-product catalog — accuracy, pricing, descriptions, imagery — plus the company-wide web request queue, handling multiple tasks and projects simultaneously with minimal supervision.
- Designed and launched seasonal and promotional campaign pages with marketing and merchandising to drive online sales; built custom forms and lead-capture pages; reported results in GA4 and Search Console.
- Maintained core, themes and plugins; applied QA, accessibility, security and change-management practices across every release.

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

- Built, launched and operated Shopify and WordPress storefronts for two brands simultaneously — architecture, navigation and conversion paths — working independently across both with minimal supervision.
- Maintained catalogs of 14,000+ SKUs by bulk CSV (pricing, collections, categories, descriptions, images, SEO metadata); led the RepZio B2B platform migration and kept redirects and URL structure intact.
- Built the wholesale customer registration workflow and coordinated orders with the warehouse; created coupons, ran the seasonal promo calendar and designed banners and Mailchimp email assets; improved organic rankings to Google pages 1–2 within the first year.

Independent Web Developer & E-Commerce Consultant | Remote 2019 – Present

- Digital-shelf reviews of live e-commerce sites with working prototypes (Carhartt, PetSafe, DiaMedical, others); ASAS Studio (4,038 Elementor templates); The Lab (catalog tooling: ChangeAtlas import preview, DealProof promotion checker with 92 boundary tests). Portfolio: mousabatarseh.com · reviews: mousabatarseh.com/reviews.

Other experience: Route Driver (part-time, on-call), non-emergency medical transportation, Metro Detroit, 2024 – Sep 2026 — alongside the full-time roles above. · **Earlier roles (2013 – 2019):** Edwardian Hotel (San Francisco) · Shababjobs.com · Omar & Khaled Bulos Zumot Co. (Amman) — night audit, account management, sales reporting.

EDUCATION & CERTIFICATIONS

B.S., Accounting Information Systems — Al-Balqa Applied University, Amman, 2016 · AI Engineering — Maestro AI Engineering, 2025 – present · Advanced Digital Marketing & Growth Strategies (Wharton) · Google Digital Marketing & E-Commerce certificates (Coursera) · Shopify & WordPress/Elementor (Udemy) · Web Development Fundamentals (NuCamp, Detroit) · Generative AI for Business Leaders (LinkedIn)