

MOUSA BATARSEH

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Hay House Hiring Team

Re: Senior E-Commerce Specialist (Shopify), Remote

Dear Hay House Hiring Team,

I'm applying for the Senior E-Commerce Specialist (Shopify) role. The job is to keep Hay House's Shopify storefronts accurate and improving, so before applying I read shop.hayhouse.com the way I would in my first week and wrote it up as a report: mousabatarseh.com/hayhouse-review.

A few of the twelve findings: Worthy costs \$9.50 on hayhouse.com and \$18.99 on the Shopify store, and all 14 ISBNs I compared cost less on hayhouse.com. Embrace Your Power is listed twice under one ISBN. Four card decks fall outside the Card Deck filter because their format value includes the ISBN, and David R. Hawkins appears under two spellings in the Authors filter. Product pages have no H1, the structured data has no ISBN or author, and none of the 220 product images I sampled has alt text that describes the image. The report also runs a catalog check on all 874 products and includes developer tickets, SOPs, a redirect map for the old hayhouse.com URLs and a ChatGPT Enterprise alt-text workflow with human review.

I've run storefronts end to end for seven years, with more than three years of Shopify administration. At Universal Wholesale and United Textile, I ran Shopify and WooCommerce stores for two brands in parallel, maintained 14,000+ SKUs, and moved stores between platforms with redirects mapped ahead of launch. Today I run the wholesale e-commerce site and a portfolio of retail sites at Wild Bill's Tobacco, working from GA4 and Search Console, with QA and change management on every release.

Louise Hay wanted to help people improve the quality of their lives, and the storefront is often where a reader first finds that work. I'd like to be the person who keeps it accurate, fast and easy to shop, and I'd welcome the chance to walk you through the report.

Thank you for your time,

Mousa Batarseh

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