

MOUSA BATARSEH

Senior E-Commerce Specialist • Shopify Administration • Catalog Data • Reporting

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SUMMARY

E-commerce specialist with 7 years running storefronts day to day, including 3+ years of hands-on Shopify administration: product and catalog data, collections, navigation, pricing, promotions, apps and launch QA. Ran two brands' stores in parallel with catalogs of 14,000+ SKUs and moved stores between platforms with redirects mapped ahead. I report from GA4 and Search Console, test changes before rolling them out, and use ChatGPT and Claude with human review for catalog cleanup, QA and documentation.

HIGHLIGHTS

- **Shopify operations:** products and variants, collections (manual and automated), navigation, pricing, discounts and promotions, themes and apps, and QA before every launch.
- **Catalog data at scale:** imports, bulk edits and platform migrations for catalogs of 14,000+ SKUs, with URL structure and redirects planned before launch.
- **Multiple storefronts:** ran two brands' stores side by side; today a wholesale B2B e-commerce site plus a portfolio of retail sites.
- **Reporting & testing:** GA4, Search Console and PageSpeed reads turned into weekly actions; A/B and conversion tests.
- **Hay House Week 0 report:** 12 evidence-backed findings on shop.hayhouse.com, a catalog check of all 874 products, a price check against hayhouse.com, developer tickets, SOPs, a redirect map and an AI alt-text workflow with human review (mousabatarseh.com/hayhouse-review).

PROFESSIONAL EXPERIENCE

Webmaster | Wild Bill's Tobacco — Michigan (multi-location retail)

Dec 2023 – Present

- Run the wholesale B2B e-commerce site: catalog accuracy, inventory, pricing, product descriptions and imagery across a large assortment.
- Build and launch seasonal and promotional campaign pages with marketing and merchandising, and own launch QA.
- Monitor performance, uptime and SEO across a portfolio of retail websites, and fix issues before they reach customers.
- Develop custom WordPress/Elementor pages, forms and landing pages, with QA and change management on every release.

Webmaster / E-Commerce Specialist | Universal Wholesale & United Textile — Southfield, MI

Jun 2019 – Apr 2023

- Built, launched and administered Shopify and WordPress/WooCommerce stores for two apparel and textile brands in parallel.
- Maintained 14,000+ SKUs (inventory, pricing, collections, product copy, images, SEO metadata) through imports and bulk edits.
- Migrated thousands of products between platforms, with URL structure and redirects mapped ahead of launch.
- Merchandised homepages, navigation, collections and category pages around launches and a seasonal promo calendar; set up coupons and promotions.
- Coordinated product and stock updates with the warehouse, and designed promotional banners and email assets.
- Improved organic Google rankings to results pages 1–2 within the first year.

Earlier roles | Edwardian Hotel (San Francisco) • Shababjobs.com • Omar & Khaled Bulos Zumot Co. (Amman) — night audit, account management, sales reporting.

2013 – 2019

SKILLS

Shopify: products & variants • collections (manual & automated) • tags & product attributes • navigation • bulk CSV imports • themes & apps • discounts & promotions • redirects • launch QA

Analytics & reporting: GA4 • Google Search Console • PageSpeed / Core Web Vitals • A/B & CRO testing • Excel & Sheets reporting • weekly performance notes

Web, AI & tools: WordPress/WooCommerce • Elementor • HTML/CSS/JavaScript • Photoshop • AI-assisted workflows (ChatGPT, Claude) for catalog cleanup, QA and documentation, always with review • bilingual English/Arabic

EDUCATION & CERTIFICATIONS

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

2006

Advanced Digital Marketing & Growth Strategies (Wharton) • Google Digital Marketing certificates (Coursera) • Shopify & WordPress training (Udemy) • Web Dev Fundamentals (NuCamp, Detroit) • Generative AI for Business Leaders (LinkedIn)