

MOUSA BATARSEH

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September 15, 2026

Ron Nester, ICR Services

Re: Ecommerce Specialist — Warren, MI

Dear Mr. Nester,

I live in Warren, a short drive from ICR, and I'm applying for the Ecommerce Specialist role. Before writing this, I went through your eBay store and webstore the way a maintenance buyer would, and wrote up what I found at mousabatarseh.com/icr-review.

The store has a strong base: 100% positive feedback on 2.3K items sold, a clean white-sweep photo style, and real part numbers in the titles. The quick wins are in the details. The ABB TPU2 pendant's title says "tested, warranty," but the description has no test or warranty details and says items are sold as used. Its nameplate shows article number 3HNE 00442-1/05, while the title stops at 3HNE00442-1. The PowerFlex 700 title carries two versions of the catalog number that don't match. And 48 of the 59 live listings are whole robots, while the parts that come off a robot are what maintenance teams buy every week. The review includes a title checker run on all 59 listings, a 12-shot photo standard with a before/after edit of your pendant photo, and the TPU2 listing rewritten.

For the past seven years I've done this kind of work in Metro Detroit e-commerce: I built and ran Shopify and WooCommerce stores, maintained catalogs of 14,000+ SKUs, and owned titles, specifications, pricing, inventory, and product images end to end, coordinating with the warehouse so the site matched the shelf. I edit in Photoshop and script repeatable image edits in Python.

The part of this role I like most is that the item and the listing sit on the same bench. I'm glad to prep, clean, pull, and photograph parts myself, and to keep the area organized, so each listing is right the first time.

I'd welcome the chance to walk you through the review, and I'm available to come in whenever it suits you.

Thank you for your time,

Mousa Batarseh

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