

MOUSA BATARSEH

E-Commerce Specialist • Product Listings • Product Imagery & Editing • Catalog Data

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SUMMARY

Warren-based e-commerce specialist with 7 years turning physical inventory into accurate, searchable, well-presented online listings. Built and ran Shopify and WordPress/WooCommerce stores, maintained catalogs of 14,000+ SKUs, and owned product titles, descriptions, specifications, pricing, inventory, and imagery end to end — working with warehouse teams so the website matched the shelf. Detail-driven with part numbers and product data, fast with Photoshop and batch image editing, and happy to be hands-on with the product.

LISTING & IMAGERY HIGHLIGHTS

- **Listings at volume:** created, imported, and maintained product listings for catalogs of 14,000+ SKUs across Shopify and WooCommerce — titles, descriptions, specs, categories, pricing, and images.
- **Product imagery:** managed and edited product images across 14,000+ SKU catalogs — Photoshop, plus Python (Pillow) image scripting for repeatable edits: background cleanup, sizing, and compression.
- **Warehouse-to-web accuracy:** coordinated inventory and listing updates with the warehouse; ran bulk CSV imports/exports and platform migrations with redirects and clean URL structure.
- **Search visibility:** keyword-driven titles and metadata; took organic rankings to Google pages 1–2 within the first year; report from GA4 and Search Console.
- **ICR listing review:** independent review of ICR's eBay store and webstore — 12 findings, a title checker run on all 59 live listings, a 12-shot photo standard, and a rewritten listing (mousabatarseh.com/icr-review).

PROFESSIONAL EXPERIENCE

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

Dec 2023 – Present

- Manage the company's wholesale B2B e-commerce site: catalog accuracy, inventory, pricing, product descriptions, and imagery across a large assortment.
- Build seasonal and promotional campaign pages with marketing and merchandising; coordinate launch readiness with internal departments.
- Administer a portfolio of corporate websites (branding, uptime, performance); customize WordPress with Elementor and custom code.
- Optimize SEO metadata and page performance; apply QA, accessibility, and change-management practices to every release.

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

Jun 2019 – Apr 2023

- Built, launched, and operated Shopify and WordPress e-commerce stores for two brands in parallel.
- Maintained catalogs of 14,000+ SKUs; migrated thousands of products between platforms and managed catalog imports/exports.
- Owned inventory, pricing, collections, categories, product copy, images, and SEO metadata; managed redirects and URL structure through migrations.
- Coordinated product and stock updates with the warehouse; designed promotional banners and email assets and ran the seasonal promo calendar.
- 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

Listings & catalog: product titles • item specifics/attributes • descriptions • categories • pricing & inventory • part-number accuracy • bulk CSV imports/exports • marketplace-style listing templates

Imagery: Photoshop • background cleanup • white balance & levels • cropping/sizing • batch processing (Python/Pillow) • web compression • banner and promo graphics

Platforms & tools: Shopify • WooCommerce/WordPress • Elementor • HTML/CSS/JavaScript • Excel/Sheets • GA4 • Google Search Console • PageSpeed Insights • AI-assisted workflows (Claude, ChatGPT) for copy, QA, and data cleanup

Work style: organized and detail-driven • glad to be hands-on with product prep and an orderly work area • 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)