

MOUSA BATARSEH

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OCTOBER 3, 2026

Jim Riehl's Friendly Automotive Group

Re: Digital Media Director – Clinton Township (posting #3422487)

Dear Mr. Riehl and the Friendly team,

Your posting says the quiet part out loud: you want the digital media work vendors do today brought inside the group. That's not a job description most candidates can prove against — so instead of telling you I could do it, I spent the week before applying doing it.

I built your internal campaign system first. Campaign Release Studio is a working demonstration in Friendly's white-and-blue: one campaign brief becomes website, email and social variants for multiple stores — an automotive editorial theme and a separate marine theme for the Unriehl side — and nothing releases until nine checks pass: offer expiry, UTM consistency, destination purpose, disclosures. It routes inquiries to the right demo desk and measures honestly. It ships with 138 passing tests — and the page opens with a live demonstration: change one fact, a price or an end date, and watch the release gate hold until every version is rebuilt and re-approved.

See it live, with my 90-day internalization plan and a public-footprint audit of the group's sites: mousabatarseh.com/jim-riehl-proposal — or let me walk you through it in a 5-minute video, in my own voice: mousabatarseh.com/jim-riehl-proposal/explainer

The audit found real money on the table. Your properties run four separate tag containers, and riehldeals.jimriehl.com — the page your ads point at — carries no analytics at all in its public HTML. Whatever a vendor's report says, campaign traffic landing there is invisible to you. Fixing that is Phase 1 of my plan: take admin ownership of every account, consolidate measurement, and put a cost-per-lead scorecard in each GM's hands before a dollar of budget gets re-aimed.

What I bring is seven years of exactly this ownership. I was the sole webmaster and digital lead for a 200+ location Michigan retailer — the in-house seat your posting wants to create — and before that ran two wholesale brands' storefronts in parallel: 14,000+ SKUs, GA4 and Search Console reporting, seasonal campaign calendars, organic rankings lifted to pages 1–2. I'll be straight about the gap, too: I haven't bought streaming TV at agency scale. My plan sequences that learning where it can't hurt the stores — measurement first, search next, streaming pilots last, every vendor kept or cut with our own numbers.

I live in Warren, twenty minutes from Clinton Township, and I'd welcome the chance to walk you through the Studio in person.

Respectfully,

Mousa Batarseh

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