

MOUSA BATARSEH

Digital Media & Web Lead · SEO · Google Analytics · Campaign Operations

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SUMMARY

Digital lead with seven years owning websites, SEO, analytics and campaign production **in-house** for Michigan multi-location retail — most recently the sole webmaster for a 200+ location retailer. I build the systems that let a dealer group internalize vendor work: one measurement spine (GA4 / GTM / Search Console), disciplined campaign production, and reporting that general managers actually trust. Local to Clinton Township (Warren resident), bilingual English/Arabic, building with AI daily.

Built for this application: **Campaign Release Studio** — a working multi-store campaign production system in Friendly's identity, with release checks, lead routing, a live "change one fact" demonstration, a 5-minute narrated explainer and a 90-day vendor-internalization plan → mousabatarseh.com/jim-riehl-proposal

CORE SKILLS

Measurement & search: Google Analytics 4 · Google Tag Manager · Search Console · technical and on-page SEO at scale (14,000+ SKUs) · Core Web Vitals (near-perfect PageSpeed scores) · UTM governance and attribution hygiene · reporting leadership reads

Campaign production: seasonal promotion calendars · campaign and landing pages that sell · email (Mailchimp) · creative QA and release discipline · multi-location content consistency

Platforms & build: WordPress / Elementor · WooCommerce · Shopify · HTML/CSS/JavaScript · Photoshop · cPanel/Linux hosting · AI-assisted production workflows (Claude, ChatGPT) with human review before release

PROFESSIONAL EXPERIENCE

Webmaster / E-Commerce Specialist — Wild Bill's Tobacco, Michigan (200+ locations)

OCT 2024 — JUL 2025

- Sole owner of the group's corporate websites and wholesale B2B store — exactly the "internalize it" seat: work agencies usually hold, run by one person in-house across a ~9,000-product catalog.
- Designed and launched seasonal and promotional campaign pages with marketing and merchandising; built lead-capture forms; reported outcomes in GA4 and Search Console to leadership.
- Applied QA, accessibility, security and change-management discipline to every release across all properties.

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

JUN 2019 — APR 2024

- Built and ran two brands' storefronts in parallel (Shopify + WordPress): architecture, navigation, conversion paths, promotions — independently, with minimal supervision.
- Maintained 14,000+ SKUs of product data; led a full platform migration keeping redirects and URL structure intact; lifted organic rankings to Google pages 1-2 within the first year.
- Ran the seasonal promo calendar end to end: coupons, banners, Mailchimp email creative, landing pages — the full brief-to-release cycle a dealer group's campaigns need.

Independent Web Developer & Digital Consultant — Remote / Metro Detroit

2019 — PRESENT

- Independent digital reviews of live retail sites with working prototypes (Carhartt, PetSafe, DiaMedical, others) — findings argued with evidence, fixes shown working, not described.
- The Lab (lab.mousabatarseh.com): self-built commerce tooling — catalog import preview (ChangeAtlas), promotion-integrity checker (DealProof, 92 boundary tests), campaign QA systems.
- Campaign Release Studio (2026): multi-store, multi-channel campaign system with revision approvals, nine release checks and honest measurement — 138 passing tests.

Other: Route Driver (part-time, on-call), non-emergency medical transport, Metro Detroit, Jul 2025 — Sep 2026, alongside independent web work · Earlier (2013-2019): Edwardian Hotel (San Francisco) night audit · Shababjobs.com · Zumot Co. (Amman) — sales reporting & account management.

EDUCATION & CERTIFICATES

B.S., Accounting Information Systems — Al-Balqa Applied University, 2016 · AI Engineering — Maestro AI Engineering, 2025-present · Advanced Digital Marketing & Growth Strategies — Wharton · Google Digital Marketing & E-Commerce — Coursera · Shopify & WordPress/Elementor — Udemy · Web Development Fundamentals — NuCamp Detroit · Generative AI for Business Leaders — LinkedIn