

MOUSA BATARSEH

Webmaster / E-Commerce Specialist

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PROFESSIONAL SUMMARY

E-Commerce & Website Operations Specialist with 5+ years of experience building, managing, and optimizing Shopify and WordPress websites for multi-brand and multi-location retail organizations. Proven track record in large-scale product catalog management, SEO, digital marketing, and cross-functional website operations. Skilled in migrating and organizing catalogs of 1,000–14,000+ SKUs, improving site performance and usability, and delivering measurable gains in organic search visibility.

PROFESSIONAL EXPERIENCE

Webmaster | *Wild Bill's Tobacco — Michigan*

December 2023 – Present

- Administer and maintain a portfolio of corporate websites for a multi-location retail organization, ensuring consistent branding, uptime, and performance across all properties.
- Design and build new websites, landing pages, and seasonal and promotional campaign pages, coordinating launches with marketing, merchandising, and other internal departments.
- Customize WordPress themes and page layouts using Elementor and custom development to implement new features and enhance site functionality.
- Maintain WordPress core, themes, and plugins; troubleshoot and resolve front-end and back-end issues to ensure ongoing site stability and security.
- Manage the company's wholesale B2B e-commerce website, overseeing a large product catalog, inventory accuracy, pricing, product descriptions, and imagery.
- Optimize SEO metadata and page performance to support digital marketing campaigns and strengthen organic search visibility.
- Build custom forms and lead-generation pages to support merchandising campaigns and business initiatives.
- Test websites across browsers and devices to maintain responsive design and a consistent user experience.
- Apply website governance, documentation, accessibility, and security best practices; support analytics initiatives and cross-functional collaboration through ongoing quality assurance and change management.

Webmaster / E-Commerce Specialist | *Universal Wholesale — Southfield, Michigan*

June 2019 – April 2023

Managed the web presence for multiple company brands, including Universal Wholesale and United Textile, building and operating both business's e-commerce websites in parallel.

- Built and launched multiple Shopify and WordPress e-commerce websites, managing the Universal Wholesale and United Textile brand sites simultaneously.
- Planned website architecture and designed complete e-commerce experiences — homepage layout, navigation, and conversion paths — to improve user experience across both brands.
- Customized Shopify and WordPress themes and built pages with Elementor to support landing pages, promotions, and seasonal campaigns.
- Migrated thousands of products across platforms, managing catalog imports and exports and maintaining product catalogs exceeding 14,000 SKUs.
- Maintained inventory, pricing, collections, categories, product descriptions, images, and SEO metadata; managed redirects and URL structure during platform migrations.
- Designed marketing graphics, promotional banners, and email campaign assets; created coupons and managed seasonal promotional calendars.
- Built wholesale customer registration workflows and custom forms; coordinated website updates with warehouse and other internal departments.
- Performed ongoing website maintenance, including plugin and theme updates, cross-browser testing, bug fixes, and security and QA reviews.
- Improved organic Google rankings to the first and second results pages within the first year through sustained SEO optimization.

Night Auditor | *Edwardian Hotel — San Francisco, California*

June 2017 – June 2019

- Managed guest check-ins, check-outs, and reservations while maintaining high service standards.
- Balanced daily financial transactions and prepared daily audit reports.
- Conducted overnight security checks to help ensure guest and property safety.

Account Executive / Manager Assistant | *Shababjobs.com — Amman, Jordan*

April 2014 – December 2016

- Managed customer accounts, processed applications and requests, and resolved customer issues.
- Maintained customer databases and assisted the General Manager with projects and reporting.

Manager Assistant | *Omar & Khaled Bulos Zumot Co. — Amman, Jordan*

February 2013 – April 2014

- Managed sales routes, customer accounts, and invoice collections; coordinated and trained sales representatives.
- Prepared operational and sales reports and translated documents between Arabic and English while monitoring sales performance.

CORE EXPERTISE

Website Administration & Management • Shopify Development • WordPress Development • E-Commerce Operations • Product Catalog & Inventory Management • SEO & Digital Marketing • CMS Administration • Website Security & QA • Content Creation • Cross-Functional Collaboration

TECHNICAL SKILLS

Shopify • WordPress • Elementor • WooCommerce • HTML/CSS • JavaScript • Excel • SEO Tools • Photoshop • Google Analytics

EDUCATION

Bachelor's Degree, Accounting Information Systems

Al-Balqa Applied University — Amman, Jordan | 2006

COURSES & CERTIFICATIONS

- Advanced Digital Marketing & Growth Strategies — The Wharton School
- Foundations of Digital Marketing — Google (Coursera)
- Think Outside the Inbox: Email Marketing — Google (Coursera)
- Attract and Engage Customers with Digital Marketing — Google (Coursera)
- Shopify Complete Training — Udemy
- WordPress Complete Training — Udemy
- Web Development Fundamentals (HTML/CSS) — NuCamp, Detroit