

MOUSA BATARSEH

Shopify Ecommerce Specialist • Shopify Builds & Merchandising • Promotions QA • On-Page SEO • WordPress

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SUMMARY

Shopify and WordPress e-commerce specialist with seven years building and running retail and wholesale storefronts: product, landing and campaign pages, collections and navigation, promo calendars and coupons, redirects and on-page SEO, with a QA pass on everything that ships. For this contract I ran a launch-QA review of bulletproof.com — all 127 products and 110 collections — and built five working tools from it, including a launch QA board, a redirect map and a promo checker: mousabatarseh.com/bulletproof-review.

CORE SKILLS

Shopify build & configuration: product pages (imagery, alt text, specs, ingredients, nutrition, FAQs) • landing and campaign pages • collections and smart-collection rules • menus and navigation • redirects, retired products and URL structure • development theme to production

Promotions & QA: coupon codes and automatic discounts • seasonal promo calendars • promo landing pages and banners in HTML/CSS • cart-level promo testing • defect logs, retests and written SOPs

SEO, content & tools: on-page SEO, canonicals, internal linking, structured data (JSON-LD) • WordPress and Elementor publishing • GA4, Search Console, Tag Manager • Liquid, HTML, CSS, JavaScript • Slack, Zoom • AI-assisted QA (Claude, ChatGPT)

PROFESSIONAL EXPERIENCE

Independent E-Commerce & Web Specialist | Remote

2019 – Present

- Ran a launch-QA review of bulletproof.com from its public Shopify data — 127 products, 110 collections, every product page, the promo FAQ and the WordPress sitemaps — and found four in-stock products returning 404, ten standalone products set to noindex, a canonical pointing to a 404 and a BOGO FAQ with three wrong figures.
- Built the fixes as working tools: a launch QA board with a defect-log CSV, a redirect map in Shopify's import format, a promo checker that recalculates the FAQ's BOGO examples, alt-text drafts for all 484 product images and Knowledge Base drafts for the agentic storefront.
- Published **22 more storefront reviews** as working microsites — carhartt.com, Carhartt Reworked, PetSafe and DiaMedical among them — each with dated evidence, prototypes and a 90-day plan: mousabatarseh.com/reviews.

Webmaster / E-Commerce Specialist | Wild Bill's Tobacco — Michigan (multi-location retailer)

Oct 2024 – Jul 2025

- Ran the wholesale B2B store and two corporate sites (WordPress, WooCommerce, Elementor): product setup, catalog accuracy, pricing, inventory, descriptions and imagery across a large assortment.
- Built seasonal and promotional campaign pages with the marketing and merchandising teams; QA, accessibility checks and change management on every release; reported results in GA4 and Search Console.

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

Jun 2019 – Apr 2024

- Built and ran Shopify and WordPress storefronts for two textile and apparel brands in parallel: product and landing pages, homepage merchandising, navigation, collection structure, filters and conversion paths.
- Owned product setup and catalog data for 14,000+ SKUs — bulk CSV imports and exports, pricing, inventory, collections, product copy, images and SEO metadata — and migrated catalogs between platforms with redirects intact.
- Ran the seasonal promo calendar — banners, coupon codes, email assets — with stock updates coordinated with the warehouse; took organic rankings to Google pages 1–2 within the first year.

Other experience: Route Driver (part-time, on-call), non-emergency medical transportation, Metro Detroit, 2024 – Sep 2026 — alongside the roles above. •

Earlier roles (2013 – 2019): Edwardian Hotel (San Francisco) • [Shababjobs.com](https://shababjobs.com) • Omar & Khaled Bulos Zumot Co. (Amman). Bilingual Arabic/English.

EDUCATION & CERTIFICATIONS

B.S., Accounting Information Systems — Al-Balqa Applied University, Amman, 2016 • **AI Engineering** — Maestro AI Engineering, 2025 – present

Advanced Digital Marketing & Growth Strategies (Wharton) • Google Digital Marketing & E-Commerce certificates (Coursera) • Shopify &

WordPress/Elementor (Udemy) • Web Development Fundamentals (NuCamp, Detroit) • Generative AI for Business Leaders (LinkedIn)