

Mousa Batarseh

E-Commerce Specialist | Webmaster | Digital Site Merchandising

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Summary

E-commerce and web content specialist experienced in Shopify, WooCommerce and WordPress storefronts, product catalog management, promotions, technical SEO and website quality assurance. Work spans wholesale brands, multi-location retail and independent client projects, including catalog imports, pricing, product content, navigation and cross-functional website operations.

Core skills

Shopify | WooCommerce | WordPress | Elementor | Product data and catalog management | CSV imports and field mapping | Digital merchandising | Promotions | SEO metadata and redirects | Responsive website QA | HTML/CSS | JavaScript | Excel | Google Analytics | Google Search Console

Experience

Independent Web Developer - Smart Ecom Lab

September 2024-Present | Self-employed | Warren, Michigan

- Build, launch and maintain WordPress, WooCommerce and Shopify sites for small-business and nonprofit clients across Metro Detroit.
- Built ASAS Studio, a bilingual Elementor planning and page-building tool exporting native Elementor JSON, and CSV Mapper, a browser-based catalog validation and mapping workspace for Shopify and WooCommerce imports.
- Deliver Arabic-first RTL bilingual builds and manage scoping, design, development, launch, hosting/DNS, technical SEO and maintenance.

Web Content Manager - Wild Bill's Tobacco

October 2024-July 2025 | Troy, Michigan | Hybrid

- Maintained corporate websites and wholesale B2B e-commerce content, including product catalogs, inventory accuracy, pricing, descriptions and imagery.
- Built landing pages, seasonal campaign pages and custom forms; coordinated launches with marketing and merchandising teams.
- Customized WordPress themes and Elementor layouts, maintained core/themes/plugins, and resolved website issues.
- Optimized SEO metadata and page performance; tested responsive behavior across browsers and devices and documented website changes.

Webmaster / Ecommerce Specialist - Universal Wholesale UWI

June 2019-April 2024 | Southfield, Michigan

- Built and operated Shopify and WordPress storefronts for Universal Wholesale and its United Textile brand, managing both brands' sites simultaneously.
- Planned navigation, storefront layouts, landing pages and promotional experiences; customized themes and built pages with Elementor.
- Managed catalog imports and exports, product information, inventory, pricing, categories, collections, imagery and SEO metadata across a catalog exceeding 14,000 SKUs.

- Managed redirects and URL structure during platform migrations; created marketing graphics, promotional banners, coupons and email assets.
- Built wholesale registration workflows and forms, coordinated updates with warehouse teams, and handled maintenance, bug fixes and website QA.

Night Auditor - Edwardian Hotel

June 2017-June 2019 | San Francisco, California

- Balanced daily financial transactions and prepared nightly occupancy and revenue reports.
- Managed guest check-in/check-out, reservations, overnight service requests and next-day arrivals.

Account Executive - Shababjobs.com

April 2014-December 2015 | Amman, Jordan

- Managed customer accounts, applications and service requests; resolved client issues and maintained customer databases.
- Supported sales reporting, the General Manager and cross-department projects.

Manager Assistant - Omar & Khaled Bulos Zumot Wholesale

February 2013-April 2014 | Amman, Jordan

- Managed sales routes, customer accounts and invoice collections; trained representatives on handheld point-of-sale systems.
- Prepared operational reports and translated business documentation between Arabic and English.

Education

Bachelor's degree, Accounting Information Systems

Al-Balqa Applied University, Jordan | Completed four-year degree, 2010

Languages

Arabic and English