Mousa Batarseh

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E-commerce specialist with 7 years building and running online stores on Shopify, WooCommerce and WordPress. Ran a Shopify and a WooCommerce storefront in parallel with 14,000+ SKUs, rebuilt a catalog from ERP data and kept URLs and redirects intact through platform moves. Owned product data for about 9,000 products on a wholesale B2B site, built campaign and event sites, and ran the promotions, SEO and A/B tests behind the stores.

Core Competencies

- **Store management**: Shopify, WooCommerce, WordPress, Elementor; product, collection and landing pages.
- **Catalog and product data**: 14,000+ SKUs; variants, pricing, imagery; bulk CSV imports; ERP mapping.
- **Merchandising and promotions**: promo calendar, discount codes, coupons, banners, campaign pages.
- **SEO and analytics**: on-page and technical SEO, Google Search Console, Google Analytics (GA4), A/B tests.
- **Quality checks**: ShelfMark store audits (21 stores, 29 checks); pre-launch checks product by product.

Professional Experience

Smart Ecom Lab — **Warren, MI**
E-Commerce Developer — *2025-Present*

- Built Cutover Check, a pre-launch check for a WooCommerce-to-Shopify move, with a custom Shopify theme, a custom WooCommerce theme and a custom plugin connecting the two. Demo: cutover.mousabatarseh.com (password: HireMe).
- Built Site Pair Sync, a WordPress plugin: smartecomlab.com/demos/sitepair-sync.
- Built ChangeAtlas Commerce, a preview tool showing row by row what a catalog import will change before the import runs.
- Built ShelfMark, a tool that audits online stores; used it to audit 21 Michigan online stores against 29 checks.
- Built two Shopify themes: COUNTERPART Wholesale (mousabatarseh.com/counterpart) and Inter Wholesale, a theme for wholesale operations with demo data (inter-wholesale.myshopify.com, password: Hire-Me).

Wild Bill's Tobacco (multi-location retailer) — **Troy, MI**
Web Content Manager — *Oct 2024 - Jul 2025*

- Owned product data for about 9,000 products on the wholesale B2B e-commerce site: setup, descriptions, imagery, pricing and inventory.
- Checked every product change by hand before it went live; new products went live within 1 day.
- Built and launched greatlakescigarfest.com/home, the WordPress event site, in May 2025, plus seasonal and promotional campaign pages with marketing and merchandising.
- Maintained the corporate site portfolio and reported traffic and search performance in GA4 and Search Console.

Universal Wholesale & United Textile — **Southfield, MI**
Webmaster / E-Commerce Specialist — *Jun 2019 - Apr 2024*

- Built and ran two storefronts in parallel, WooCommerce (Universal Wholesale, about 14,000 SKUs) and Shopify (United Textile, about 2,000 SKUs): products, variants, collections, pricing, product copy, images and SEO metadata.
- Rebuilt the Universal Wholesale catalog from ERP export data, replacing a broken legacy site, and checked each launch product by product: SKUs, prices, images, redirects and URL structure.
- Built an Excel macro for United Textile that set the import headers and mapped ERP data to the website.
- Improved on-page and technical SEO across both stores. Organic rankings reached Google pages 1 to 2 within the first year.
- Ran the seasonal promo calendar, coupons and banners, and tested landing and product page changes with A/B tests.

- Kept about 7,000 fast-moving products updated each week, approved 8 to 15 new wholesale accounts a day and managed stock in Excel.

○ **Edwardian Hotel; Shababjobs.com; Omar & Khaled Bulos Zumot Co.** **San Francisco; Amman**
Earlier roles *2013-2019*

Portfolio

○ United Textile (Shopify): shopunitedtextile.com
○ Universal Wholesale (WooCommerce): universalwholesaleonline.com
○ Site Pair Sync (WordPress plugin): smartecomlab.com/demos/sitepair-sync
○ JAUS Event-Ready (a project proposal): mousabatarseh.com/jaus-project

Education

○ **Maestro**
AI Engineering *2025-Present*
In progress.

○ **Al-Balqa Applied University** **Amman, Jordan**
B.S., Accounting Information Systems *2010*

Courses and Certificates

○ Google Digital Marketing & E-commerce Professional Certificate, Google (2026)
○ Google AI Essentials, Google (2026)
○ Advanced Digital Marketing & Growth Strategies, Wharton Online (2023)
○ Shopify Expert, Udemy (2023)
○ WordPress Front-End Development, Udemy (2022); HTML, CSS and JavaScript, NuCamp (2021)

Software and Tools

○ Shopify, WooCommerce, WordPress, Elementor, Google Search Console, GA4, Excel (including macros).

Work Authorization

○ Authorized to work in the US for any employer.

Languages

○ Arabic (native), English (fluent, professional working proficiency).

References

○ Available upon request.