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Conexess Group — D2C Recommerce & Site Merchandiser

Re: D2C Recommerce & Site Merchandiser (Contract, October 2026 – June 2027)

Hi Conexess team,

The posting doesn't name the brand, but Dearborn, D2C recommerce, apparel and Shopify all point to Carhartt Reworked. I already applied to Carhartt's Digital Site Merchandiser role in September and reviewed [carhartt.com](https://mousabatarseh.com/carhartt-review) for it (mousabatarseh.com/carhartt-review), so before applying here I did the same for Reworked: mousabatarseh.com/reworked-review. I read all 3,545 published listings and 124 collections from the store's public feed on September 25 and wrote up what a site merchandiser would fix first.

Nine weeks before Black Friday, six gift collections are live with zero products while 429 in-stock listings still carry gift tags. The fall season's lead story is split across two spellings of one tag — 1,260 and 1,040 listings, no overlap. The Size filter sorts alphabetically, so M, S and XL sit behind "See More," and every product page I sampled tells Google the used gear is new. Each finding comes with a working fix built on that day's catalog: a gift page builder with a price guard, a tag cleanup map that exports a CSV, a size facet fixer and a ten-line Liquid patch.

For seven years I've merchandised and run retail and wholesale storefronts in Metro Detroit: Shopify and WordPress stores for two textile and apparel brands in parallel, product setup and catalog data for 14,000+ SKUs, and seasonal campaign pages built with marketing and merchandising teams. I track what I ship in GA4 and Search Console.

Two things to say plainly. I haven't held a resale role yet, and Adobe Analytics and Looker would be new tools for me — the retail metrics behind them, sell-through, conversion and inventory health, aren't. I'm in Warren, 25 minutes from Dearborn, so on-site or remote both work, and I'm available for the full October – June term.

I'd welcome a call to walk you through both reviews.

Thank you,

Mousa Batarseh

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