

MOUSA BATARSEH

E-Commerce & Site Merchandising • Shopify • Product Setup & Catalog QA • Web Analytics

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SUMMARY

E-commerce specialist with seven years merchandising and running retail and wholesale storefronts: seasonal campaigns, collections, navigation, search and filters, and end-to-end product setup for catalogs of 14,000+ SKUs on Shopify and WooCommerce. For this role I read all 3,545 published Carhartt Reworked listings and 124 collections and published ten findings with four working fixes — gift collections, tag hygiene, size facets and used-condition schema: mousabatarseh.com/reworked-review.

CORE SKILLS

Site merchandising: seasonal and promotional campaigns • collections and smart-collection rules • navigation, search results, filters and facets • content placements • gift and landing pages • A/B testing

Product setup & catalog: end-to-end product setup and launch QA • bulk CSV imports and edits • tag and attribute taxonomy • imagery coordination • pricing and inventory integrity • migrations with redirects

Analytics & platforms: GA4, Search Console, Tag Manager • Excel/Sheets reporting • Shopify (Liquid, themes), WooCommerce, WordPress/Elementor • AI-assisted QA and data cleanup (Claude, ChatGPT)

PROFESSIONAL EXPERIENCE

Independent E-Commerce & Web Specialist | Remote

2019 – Present

- Reviewed **Carhartt Reworked** end to end from its public product feed — 3,545 listings, 124 collections, 66 merchandising tags, 281 size labels — and published ten findings with working fixes: a Q4 gift page builder with a price guard, a tag cleanup map with CSV export, a size facet fixer and a UsedCondition schema patch.
- Published **21 independent storefront reviews** as working microsites, including carhartt.com (digital shelf: taxonomy, facets, badges, launch readiness), PetSafe and DiaMedical — each with dated evidence, prototypes and a 90-day plan. Library: mousabatarseh.com/reviews.

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

Oct 2024 – Jul 2025

- Merchandised the wholesale B2B store and two corporate sites (WordPress, WooCommerce, Elementor): product setup, catalog accuracy, pricing, inventory, descriptions and imagery across a large assortment.
- Planned and launched seasonal and promotional campaign pages with the marketing and merchandising teams; QA, accessibility 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 merchandised Shopify and WordPress storefronts for two textile and apparel brands in parallel — homepage merchandising, navigation, category and collection structure, filters and conversion paths.
- Owned product setup and catalog data for 14,000+ SKUs: bulk imports and exports, pricing, inventory, collections, product copy, images and SEO metadata; migrated catalogs between platforms with redirects intact.
- Ran the seasonal promo calendar — banners, coupons, email assets — and coordinated stock updates 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 • 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)