

MOUSA BATARSEH

Platform Configuration and Web Developer (Shopify, WordPress, TypeScript)

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SUMMARY

Platform configuration and web developer with seven years building and running online stores on Shopify, WooCommerce and WordPress, including catalogs of 14,000+ SKUs and platform migrations with redirect maps. I turn business rules into configuration and prove the configuration with tests and SQL before anyone relies on the result. I have no Planisware hours yet, so I built Redline, a pre-load check for vehicle program timing plans, to show how I would approach the move to Planisware. Based in Warren, MI, about 10 minutes from the Edward Cole Boulevard site.

SELECTED PROJECT

Redline (Oct 2026, independent) · mousabatarseh.com/solize-proposal · A pre-load check for moving vehicle program timing plans into Planisware Enterprise, run on labeled sample data: a field mapping, ten rules for gates, dependencies, calendars, keys, capacity, drift, budgets and required fields, each written in TypeScript and again in SQL with a test proving both return the same records, a findings ledger with a traced record, a BLOCK, REVIEW, READY load gate, UAT scenarios generated from the rules, a drift report for the parallel run, and a SQL bench running in the browser. 100 unit tests and 696 browser checks at six screen sizes.

CORE SKILLS

Configuration & data: requirements to field mapping and specification · business rules as configuration · data validation and pre-load checks · bulk CSV imports · platform migrations and redirect maps

Development: TypeScript · JavaScript · React · SQL (SQLite) · HTML and CSS · unit and browser testing (Vitest, Playwright) · accessibility checks

Platforms & reporting: Shopify · WooCommerce · WordPress / Elementor · Wix · GA4 · Search Console · Excel

Delivery: UAT scenario writing · release checklists · user documentation and training material · bilingual Arabic and English

PROFESSIONAL EXPERIENCE

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

- Managed the wholesale B2B e-commerce site (WordPress, WooCommerce, Elementor): catalog setup, pricing, inventory, descriptions and imagery, checking each listing before going live.
- Built seasonal and promotional campaign pages with the marketing and merchandising teams, maintained the corporate sites, and reported in GA4 and Search Console.

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

- Built and ran two storefronts in parallel (WooCommerce and Shopify) with a catalog of 14,000+ SKUs: bulk imports, attributes, collections and categories, coupons, product copy, images and SEO metadata.
- Migrated catalogs between platforms with redirect mapping and URL structure intact, and ran the seasonal promo calendar with marketing and merchandising.
- Improved on-page and technical SEO. Organic rankings reached Google pages 1 to 2 within the first year.

Independent E-Commerce & Web Work | *Warren, MI* 2024 – Present

- Redline** (Oct 2026): pre-load check for vehicle program timing plans, with SQL twins for every rule, a load gate and generated UAT scenarios. mousabatarseh.com/solize-proposal
- Cutover Check** (Oct 2026): WooCommerce-to-Shopify migration check comparing 412 products across both stores, with six migration rules, a ledger, a redirect map and a block, review or ready verdict before cutover. 40 unit tests and 93 browser checks.
- Data Checker & Importer** (Aug 2026): browser tool which maps and checks product, category, customer and deal spreadsheets before import into Shopify or WooCommerce. mousabatarseh.com/csv-mapper
- ShelfMark** (Sept 2026): audited 21 Michigan storefronts against 29 checks with my own scoring rubric, web index plus workbook. mousabatarseh.com/shelfmark
- K-WAV, now Total LED** (2024 – 2025): built and maintained the Wix site for this LED display manufacturer in Wixom, MI, turning technical spec sheets into product-line pages.

Other experience: Route Driver (part-time), non-emergency medical transportation, Metro Detroit, Jul 2025 – Sep 2026. · Earlier roles (2013 – 2019): Edwardian Hotel (San Francisco) · Shababjobs.com · Omar & Khaled Bulos Zumot Co. (Amman).

EDUCATION & CERTIFICATIONS

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

Google / Coursera: Foundations of Digital Marketing and E-commerce (2024) · Attract and Engage Customers with Digital Marketing (2024) · From Likes to Leads (2024) · Think Outside the Inbox: Email Marketing (2024) · Assess for Success: Marketing Analytics and Measurement (2026) · Advanced Digital Marketing & Growth Strategies (Wharton Online, 2023) · Shopify Expert (Udemy, 2023) · WordPress Front-End Development (Udemy, 2022) · HTML, CSS & JavaScript (NuCamp, 2021)

SELECTED PROJECTS

- **Redline:** pre-load check for vehicle program timing plans moving into Planisware Enterprise, on labeled sample data. mousabatarseh.com/solize-proposal
- **Cutover Check:** WooCommerce-to-Shopify migration check which blocks the switch while any product would arrive wrong.
- **ChangeAtlas Commerce:** reads Matrixify or WooCommerce exports and shows what a catalog import will change before the import runs. mousabatarseh.com/changeatlas
- **ShelfMark:** Michigan Storefront Benchmark, 21 stores scored on 29 public-page checks with evidence per check. mousabatarseh.com/shelfmark
- **Data Checker & Importer:** maps and checks spreadsheets before a Shopify or WooCommerce import. mousabatarseh.com/csv-mapper
- Portfolio: mousabatarseh.com • LinkedIn: linkedin.com/in/mousabatarseh