

# MOUSA BATARSEH

E-Commerce Content and Catalog · PDP Content, Product Data, SEO

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## SUMMARY

E-commerce specialist from the catalog side of retail and wholesale: six years keeping product information accurate across Shopify, WooCommerce and WordPress, including a catalog of 14,000+ SKUs. I write and edit product titles and descriptions, and prepare, check and load product content against the rules it has to meet, as shown in the project below. Based in Warren, MI, a short drive from the Troy office.

## SELECTED PROJECT

**Seventy-Five Characters** (2026, independent) · mousabatarseh.com/twinoaks — Took one product from a fact sheet to retailer-ready PDP copy for Amazon, Walmart, Kroger and Target, with an audit rubric, a seven-image brief, six variations and a workbook that checks each field against the retailer limits I could verify. Target is held as a draft. The brand is fictional; the retailer rules are real, cited and dated. **Workbook** · mousabatarseh.com/twinoaks/workbook — 16 sheets and 497 formulas, from the rule register and product facts to the copy matrix, audit scorecard, QA checklist and launch tracker; every field is counted live and flagged when it breaks a retailer limit.

## CORE SKILLS

**Content:** PDP titles, highlights, bullets and descriptions · message hierarchy · content briefs · editing, proofreading and content QA · fact and claim checking

**Product data & search:** product data and attributes · bulk CSV imports · collections and categories · on-page and technical SEO · redirects and migrations · GA4 · Search Console · Excel

**Platforms:** Shopify · WooCommerce · WordPress / Elementor · Wix. Studied and applied in independent work: Amazon, Walmart, Kroger and Target content requirements.

## PROFESSIONAL EXPERIENCE

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

- Managed the wholesale B2B e-commerce catalog (WordPress, WooCommerce, Elementor): product setup, descriptions, imagery, pricing and inventory, writing and editing product copy and checking each listing before it went live.
- Built seasonal and promotional campaign pages with the marketing and merchandising teams, and maintained the corporate sites' content and search metadata; reported in GA4 and Search Console.

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

- Owned product information for a catalog of 14,000+ SKUs across two storefronts (WooCommerce and Shopify): bulk imports, attributes, collections and categories, product copy, images and SEO metadata. Wrote and edited titles and descriptions, and prepared and checked the rest before loading.
- Migrated catalogs between platforms with redirect mapping and URL structure intact; ran the seasonal promo calendar, coupons and banners, and coordinated stock with the warehouse.
- Improved on-page and technical SEO; organic rankings reached Google pages 1–2 within the first year.

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

- Cutover Check** (Oct 2026): built a WooCommerce-to-Shopify migration check that compares all 412 products across both stores, catches ten kinds of migration errors (changed SKUs, dropped case packs, unmapped sale prices, broken redirects) and gives a block, review or ready verdict before cutover.
- CSV Mapper** (Aug 2026): built a browser tool that maps and checks product, category, customer and deal spreadsheets before they are imported into Shopify or WooCommerce.
- ShelfMark** (Sept 2026): audited 21 Michigan storefronts against 29 checks (609 observations) using my own scoring rubric.
- K-WAV, now Total LED** (2024–2025): built and maintained the Wix site for this direct-view LED display manufacturer in Wixom, MI, turning technical spec sheets into customer-facing 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). Bilingual Arabic/English.

## EDUCATION & CERTIFICATIONS

**B.S., Accounting Information Systems** — Al-Balqa Applied University, Amman, 2010 · **AI Engineering** — Maestro, 2025–present

Advanced Digital Marketing & Growth Strategies (Wharton Online, 2023) · Google / Coursera (2024): Foundations of Digital Marketing and E-commerce; Attract and Engage Customers with Digital Marketing; From Likes to Leads; Think Outside the Inbox: Email Marketing · Shopify Expert (Udemy, 2023) · WordPress Front-End Development (Udemy, 2022) · HTML, CSS & JavaScript (NuCamp, 2021) · Generative AI for Business Leaders (LinkedIn Learning, 2023) · Prompt Engineering (LinkedIn Learning, 2023)

## SELECTED PROJECTS

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- **Cutover Check:** WooCommerce-to-Shopify migration check that compares every product across both stores and blocks the switch while any would arrive wrong. [mousabatarseh.com/execution-space-proposal](https://mousabatarseh.com/execution-space-proposal) · store: [execution-space-eqtpkq3j.myshopify.com](https://execution-space-eqtpkq3j.myshopify.com) (password: HireMe)
- **COUNTERPART Wholesale:** custom Shopify theme for grocery and convenience wholesale, with case packs, case and unit prices, barcode grids and quick ordering. [mousabatarseh.com/counterpart](https://mousabatarseh.com/counterpart)
- **Jabal Amman Publishers:** WooCommerce bookstore and catalog for a publishing house. [japublishers.com](https://japublishers.com)
- **JAUS Event-Ready:** review of a Shopify fashion store plus a fit and occasion finder built from 3,801 in-stock dresses. [mousabatarseh.com/jaus-project](https://mousabatarseh.com/jaus-project) · store: [kaus.mousabatarseh.com](https://kaus.mousabatarseh.com) (password: hire-me!)
- **ChangeAtlas Commerce:** reads Matrixify or WooCommerce exports and shows what a catalog import will change before it runs. [mousabatarseh.com/changeatlas](https://mousabatarseh.com/changeatlas)
- **DealProof:** checks cannabis promotions before launch, flagging pricing, date, eligibility and channel conflicts. [mousabatarseh.com/dealproof](https://mousabatarseh.com/dealproof)
- **House of Dank · The Deals Operating System:** promotion QA workbook that runs 16 checks on every deal before it reaches a cannabis menu. [mousabatarseh.com/deals-os](https://mousabatarseh.com/deals-os)