

MOUSA BATARSEH

Webmaster | Website Operations & E-Commerce

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PROFESSIONAL SUMMARY

Webmaster and e-commerce operations specialist with 6+ years administering WordPress, WooCommerce, and Shopify properties for multi-brand, multi-location retail organizations. Built and operated two brand e-commerce storefronts in parallel, including a 14,000+ SKU platform migration and B2B wholesale registration workflows capturing 20–25 new business registrations per day. Currently administer two corporate WordPress properties, including an 1,800-product B2B wholesale e-commerce platform. Hands-on across catalog data operations, on-page and technical SEO, site security and governance, accessibility, and cross-functional launch coordination.

TECHNICAL SKILLS

Platforms & CMS: WordPress · WooCommerce · Shopify · Elementor · Divi

E-Commerce Operations: Product Catalog Management · Product Data Management · CSV Bulk Imports · Inventory & Pricing · Collections, Categories & Taxonomy · B2B Wholesale Accounts · Platform Migrations

SEO & Analytics: On-Page SEO · SEO Metadata · Site Architecture · 301 Redirects & URL Structure · Google Analytics 4 · Organic Search Optimization

Web Development: HTML · CSS · JavaScript · Theme Customization · Responsive Design · Landing Pages · Custom Forms & Lead Capture

Quality & Governance: Cross-Browser & Device QA · Website Security · Plugin & Theme Maintenance · Accessibility Remediation · Change Management · Documentation

Tools: Microsoft Excel (advanced) · Adobe Photoshop

PROFESSIONAL EXPERIENCE

Webmaster | Wild Bill's Tobacco — Troy, MI

December 2023 – Present

- Administer and maintain two corporate WordPress properties for a multi-location retail organization — a corporate marketing site and Full House Wholesale, the company's B2B e-commerce platform — standardizing branding, page templates, and site governance across both.
- Manage Full House Wholesale, the company's B2B wholesale e-commerce platform, maintaining catalog data integrity across an 1,800-product catalog — pricing, product descriptions, imagery, and inventory — through scheduled CSV bulk imports.
- Design and launch sale and promotional landing pages, seasonal campaign pages, and custom lead-capture forms on the corporate site in partnership with marketing and merchandising, using a reusable Elementor template library to shorten build time on each release.
- Customize WordPress themes and build reusable Elementor templates and custom CSS components to extend site functionality and enforce a consistent design system across both properties.
- Maintain WordPress core, themes, and plugins on a scheduled patch cycle; triage and resolve front-end and back-end issues to sustain uptime, stability, and security, including cross-browser and mobile QA prior to every release.
- Execute on-page and technical SEO — metadata, internal linking, redirects, and page performance — to support digital marketing campaigns and strengthen organic search visibility.
- Author site governance and change-management documentation covering deployment approvals, plugin vetting, and rollback procedures, adopted as standard practice across both properties.
- Remediate accessibility issues across site templates — alt text, color contrast, keyboard navigation, and form labels.

Webmaster / E-Commerce Specialist | Universal Wholesale — Southfield, MI

July 2019 – April 2023

Owned the web presence for two company brands — Universal Wholesale and United Textile — building and operating both e-commerce storefronts in parallel.

- Built and launched Shopify and WordPress e-commerce storefronts for both brands, architecting site structure, navigation, and conversion paths from the ground up.
- Migrated 14,000+ SKUs across platforms via structured CSV imports and data cleaning, maintaining catalog integrity and product data accuracy through cutover.

- Built and managed B2B wholesale account registration and approval workflows across both storefronts, capturing 20–25 new business registrations per day on Universal Wholesale — the larger of the two brands — and approximately 30 new wholesale account registrations per week on United Textile.
- Mapped and deployed 301 redirects and URL structure changes during platform migration to preserve organic traffic and search rankings through the transition.
- Maintained catalog data across 14,000+ SKUs — inventory, pricing, collections, categories, taxonomy, product descriptions, imagery, and SEO metadata.
- Grew organic search visibility to first- and second-page Google rankings within the first year through sustained technical SEO, content optimization, and site architecture work.
- Customized Shopify and WordPress themes and built Elementor pages supporting landing pages, promotions, and seasonal campaigns; produced promotional assets and managed the seasonal promotion and coupon calendar.
- Performed ongoing site maintenance — plugin and theme updates, cross-browser testing, bug fixes, and security and QA reviews — and coordinated catalog and pricing updates with warehouse and internal departments.

SELECTED PROJECTS

Universal Wholesale & United Textile Storefronts — Designed, built, and operated two wholesale e-commerce storefronts in parallel, including B2B account registration and approval workflows capturing 20–25 new business registrations per day on Universal Wholesale and roughly 30 per week on United Textile.

14,000+ SKU Platform Migration — Planned and executed a full catalog migration across e-commerce platforms using structured CSV imports, data cleaning, taxonomy mapping, and a complete 301 redirect map to protect existing search rankings.

Full House Wholesale — B2B E-Commerce Platform — Administer the B2B wholesale storefront for Wild Bill's Tobacco, maintaining an 1,800-product catalog with pricing, imagery, descriptions, and inventory accuracy via scheduled bulk imports. Additional project case studies and live site examples: mousabatarseh.com/portfolio

CERTIFICATIONS

- Advanced Digital Marketing & Growth Strategies — The Wharton School
- Foundations of Digital Marketing · Attract and Engage Customers with Digital Marketing · Think Outside the Inbox: Email Marketing — Google (Coursera)
- Web Development Fundamentals (HTML/CSS/JavaScript) — Nucamp, Detroit
- Additional coursework: Shopify Complete Training, WordPress Complete Training — Udemy

EDUCATION

Bachelor's Degree, Accounting Information Systems — Al-Balqa Applied University, Amman, Jordan | 2006

ADDITIONAL EXPERIENCE

Night Auditor, Edwardian Hotel — San Francisco, CA | 2017 – 2019

Account Executive / Manager Assistant, Shababjobs.com — Amman, Jordan | 2014 – 2015

Manager Assistant, Omar & Khaled Bulos Zumot Co. — Amman, Jordan | 2013 – 2014