

MOUSA BATARSEH

E-Commerce Specialist • Shopify / WooCommerce • WordPress / Elementor • Product Data & CSV Imports • Google Analytics (GA4) • SEO

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SUMMARY

E-commerce specialist with six years running Shopify, WooCommerce and WordPress storefronts end to end for multi-brand and multi-location retailers. Migrated and maintained catalogs exceeding 14,000 SKUs by bulk CSV — pricing, collections, categories, descriptions, images and SEO metadata — and preserved URL structure and redirects through platform migrations. Build and customize WordPress/Elementor sites, landing pages and seasonal promotions; report in Google Analytics (GA4) and Search Console.

- **Digital shelf reviews:** independent, evidence-backed reviews of live e-commerce sites with working prototypes — portfolio at mousabatarseh.com.

PROFESSIONAL EXPERIENCE

Webmaster / E-Commerce Specialist | *Wild Bill's Tobacco — Michigan (200+ location retailer)* Oct 2024 – Jul 2025

- Administer two corporate websites and the wholesale B2B e-commerce store (WordPress, WooCommerce, Elementor); operate a ~9,000-product catalog — accuracy, pricing, descriptions and imagery.
- Design and launch new sites, landing pages, and seasonal/promotional campaign pages; coordinate launch readiness with marketing and merchandising.
- Customize WordPress themes with Elementor and custom code; optimize SEO metadata and page performance; report in GA4 and Search Console.
- Build custom forms and lead-capture pages; maintain core/themes/plugins; apply QA, accessibility, security and change-management practices.

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

- Built, launched and operated Shopify and WordPress storefronts for two brands simultaneously; planned architecture, navigation and conversion paths.
- Migrated thousands of products by bulk CSV; maintained catalogs of **14,000+ SKUs** — pricing, collections, categories, descriptions, images and SEO metadata.
- Managed redirects and URL structure through migrations; led the RepZio B2B platform migration; improved organic rankings to Google pages 1–2 within the first year.
- Designed banners and Mailchimp email assets, created coupons, and ran the seasonal promo calendar; built wholesale registration workflows and coordinated with the warehouse.

Independent Web Developer & E-Commerce Consultant | Remote — digital-shelf reviews, ASAS Studio (4,038 Elementor templates), The Lab (catalog tooling) 2019 – Present

Route Driver (part-time) | Non-Emergency Medical Transportation — Metro Detroit Jul 2025 – Sep 2026

On-call route driver for a non-emergency medical transportation service, while running the full-time role above. Listed as other experience.

Earlier roles | Edwardian Hotel (San Francisco) • Shababjobs.com • Omar & Khaled Bulos Zumot Co. (Amman) — night audit, account management, sales reporting. Bilingual Arabic/English. 2013 – 2019

SKILLS

E-commerce: Shopify • WooCommerce • WordPress / Elementor • product data & bulk CSV imports (14,000+ SKUs) • collections, categories & pricing • redirects & URL structure • coupons & promotions • SEO metadata • Google Analytics (GA4) • Search Console

Platforms & tools: Shopify • WordPress/WooCommerce • Elementor • BigCommerce • HTML/CSS/JavaScript • Excel/Sheets • Photoshop • GA4 • Search Console • GTM • SEO tools • AI-assisted workflows (Claude, ChatGPT)

EDUCATION & CERTIFICATIONS

B.S. Accounting Information Systems — Al-Balqa Applied University, Amman 2016

Maestro AI Engineering — AI Engineering 2025 – Present

Advanced Digital Marketing & Growth Strategies (Wharton) • Google Digital Marketing & E-Commerce certificates (Coursera) • Shopify & WordPress/Elementor training (Udemy) • Web Development Fundamentals (NuCamp, Detroit) • Generative AI for Business Leaders (LinkedIn)