

PROFESSIONAL SUMMARY

E-commerce specialist and creative website developer with more than five years of experience building, managing, and optimizing content management systems and e-commerce platforms, including Shopify, WordPress, and Repzio. Skilled in product migration, website customization, SEO, content creation, email marketing, and user-experience improvements. Proven ability to organize large product catalogs and improve organic search visibility.

CORE SKILLS

Shopify • WordPress • Repzio • HTML • CSS • JavaScript • CMS • SEO • Google Analytics • Google Search Console • Photoshop • Microsoft Excel • Email Marketing • Product Catalog Management

PROFESSIONAL EXPERIENCE

United Textile Wholesale

Webmaster / E-commerce Specialist

Ferndale, MI
December 2023 – Present

Apparel wholesaler and distributor of essential clothing and accessories.

- Build, manage, and customize the company's Shopify e-commerce store for wholesale operations.
- Organize approximately 1,000 products into categories, write detailed listings, and optimize content through keyword research.
- Use AI-assisted tools to draft blog content and support SEO initiatives.
- Manage social media content and improve the online shopping experience.

Project: Led development of the Shopify e-commerce platform; migrated approximately 1,000 products; customized wholesale pricing and registration features; optimized product images; achieved first-page rankings for targeted keywords within six months.

<https://work.mousabatarseh.com>

Universal Wholesale

Webmaster / E-commerce Specialist

Southfield, MI
June 2019 – April 2023

Wholesale importer and distributor of dollar-store products and general merchandise.

- Built and managed the company's Repzio e-commerce website.
- Wrote and organized website content and designed slides, headers, and product images.
- Created email marketing campaigns.
- Configured volume pricing and updated inventory daily using Microsoft Excel.

Project: Managed migration from a legacy HTML website to Repzio; mapped content, designed graphics, and categorized more than 14,000 products. Helped increase organic visibility to first- and second-page Google results within the first year.

<https://www.universalwholesaleonline.com>

Edwardian Hotel

Night Auditor

San Francisco, CA
June 2017 – June 2019

- Managed guest check-ins and check-outs and resolved overnight concerns.
- Reconciled daily financial transactions and prepared audit reports.
- Managed reservations and prepared for the next day's arrivals.
- Conducted regular security checks to help ensure guest and property safety.

Shababjobs.com

Account Executive / Manager Assistant

Amman, Jordan
April 2014 – December 2016

Online hiring portal for part-time and full-time jobs.

- Managed customer complaints, accounts, databases, orders, applications, and requests.
- Completed special projects as assigned and reported directly to the general manager.

Omar & Khaled Bulos Zumot Co.

Manager Assistant / Routes Coordinator

Amman, Jordan
February 2013 – April 2014

Distributor of snacks and confectionery products representing Frito-Lay International.

- Maintained customer and point-of-sale records for traditional-trade channels.
- Followed up on sales inquiries, payment shortages, and delayed invoice collections.
- Organized route activities and trained sales representatives on handheld point-of-sale systems.
- Translated Arabic and English reports and analyzed field sales, invoices, and collections.

ADDITIONAL EXPERIENCE

Freelance WordPress Developer — 2019–Present

Selected projects: japublishers.com, ophir.com.io, tetros.com

EDUCATION

Al-Balqa' Applied University — Amman, Jordan

Bachelor's Degree in Accounting Information Systems, June 2010

COURSES & CERTIFICATIONS

Advanced Digital Marketing and Growth Strategies — Wharton School Online; Web Development Fundamentals — Nucamp Detroit; WordPress Front-End Development and Elementor — Udemy; Shopify From Zero to Hero — Udemy; Google digital marketing and social media advertising certifications; Neuro-Linguistic Programming — Udemy.

LINKEDIN

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