

TAL WEISS AI Solutions Architect | eCommerce catalog and data systems

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SUMMARY

A store cannot open without its product catalog. Mine arrive complete: source mapped, missing product data written and translated, store structure built around it, ERP connected, every row verified before it reaches a live store. Six builds at once across four clients. 108,999 SKUs built. 15,134 product pages delivered. Every catalog ships with a certification report, not a promise.

THE ENGINES

Three machines, built and running. Every project runs on them. A new brand is an adapter, not a rewrite.

Recon | what exists, what is missing, what it will cost

Scores every source against the target before a quote goes out. Sorts the catalog into page types and lists every gap with the reason it is a gap.

534 articles scored · 16 content blocks · 7 page types · 40 fields specified · 245 gaps found

The build pipeline | one core, one adapter per brand

Not a scraper. It reads the source, matches models, expands variants in parallel, builds the product template to match the brand, and writes the workbook. Resumable in waves.

17 pipelines built · one run: 3,502 products indexed, 575 of 575 models matched, 11,082 variant rows, 17.3 minutes

The QA engine | a certification gate tuned per pipeline

Images probed live. Translation held to a locked glossary. Prices range-checked. Every editorial decision recorded as a rule that outlives the run.

10 mapper checks · 14 client rules · 54 certification checks in 9 categories · 13 update-safety checks · 54 of 54 green on every brand shipped

Earlier systems: marketplace automation (Mirakl templates for four retailers, 441 fields mapped, average SEO score 57 to 90) | a catalog classifier that categorizes 98% automatically | a guarded edit agent for a live WordPress site | a publishing layer running 95 live pages with no release cycle and no CMS.

Public work: [An import is a database write](#), the four checks that gate a catalog update | [catalog-scrape-orchestrator](#), the collection runtime, open source.

CATALOGS DELIVERED

- **Jewelry brand:** 41,178 SKUs across 867 models. No source data existed. Products written from imagery, catalog linked by API to an Odoo ERP with automatic export to the POS and the storefront.
- **Sports distributor:** 67,821 SKUs verified across three brands. Four adapters, one core. One store live, the rest queued behind client launch dates.
- **Watch retailer:** 4,344 product pages from twelve luxury brands in one catalog. Hebrew haute-horlogerie glossary built term by term, every editorial decision recorded.
- **Designer boutique:** 6,788 product pages and 26,275 images moved. Zero broken images. Old-to-new URL mapping, so rankings and traffic survived.

SCOPE

- **Catalog engineering:** source assessment and sizing before a quote, data model and SKU scheme design, variant expansion, category tree, filter attributes, internal linking.
- **AI systems in production:** multi-agent pipelines with checkpoint and resume, vision models applied at catalog scale, generation grounded in a locked glossary, evaluation gates between build and handover.
- **Localization:** Hebrew and multilingual content at catalog scale, RTL handling, locked glossaries, terminology QA, recorded decisions instead of machine guesses.

EXPERIENCE

alfa | independent practice, remote | **2026 to present**

AI Solutions Architect, eCommerce catalog and data systems

- Six client builds in parallel. 108,999 SKUs built, 15,134 product pages created. Every build reaches a working pipeline and a first catalog in days, not months, then stays current with new products, refreshed data and filled gaps.
- Designed and built the three engines above, plus the Hebrew localization pipeline running on every current project.
- Work directly with the client's own team to recover what only they know, then turn it into structure: SKU schemes, variant models, category trees and filters. Handover is import files, an audit trail and an SOP.
- Catalog connected to the systems that run the business: a two-way Odoo ERP link with automatic export to the POS and the storefront, plus Shopify, Magento, WooCommerce and Mirakl.

Marcella New York | contractor | **2025**

eCommerce and Marketplace Manager

- Owned the online sales channels end to end: the Shopify store plus the marketplace and dropship feeds, including Macy's, Nordstrom and ShopSimon.
- Managed listings per channel. Descriptions, images and keywords tuned to each marketplace, and the item quality checks each retailer runs before a product is allowed live.
- Built the inventory buffers and safety-stock logic that stopped overselling and protected seller ratings. Tracked turnover weekly and drove restocking against it.
- Analyzed sales data for pricing and promotion decisions, and reported performance to teams in the US and Europe.

Cymbio | **2022 to 2025**

Data Implementation Manager

- Owned brand onboarding end to end: intake forms, catalog structures and the templates that get a brand's products listed and approved on each channel. Thousands of templates completed across Mirakl operators and department-store portals: Macy's, Nordstrom, Bloomingdale's, Dillard's, QVC.
- Mapped complex brand catalogs to strict retailer schemas over EDI, CSV, API, XML and JSON, and kept them aligned as each retailer changed its guidelines.
- Built the validation layer: large feeds cross-referenced against each other, the Shopify feed against the listing feed, catching SKU, price, size, color and title mismatches before a retailer rejected them.
- Wrote Google Apps Script tooling that stripped HTML from descriptions, extracted values out of free text and split copy into structured bullets. It cut the team's manual operational work by 60%.
- Wrote the SOPs and intake forms that improved partner onboarding by 50%. Resolved integration failures by reading raw JSON and XML logs to find the bugs blocking product launches.

SKILLS

- **AI and automation:** Claude Code, Codex, Cursor, MCP, ChatGPT, Gemini, Make.com, Zapier.
- **Languages and data:** Python, SQL, Google Apps Script, Postman, CSV / XML / JSON / EDI, API, feed and webhook integration.
- **Commerce platforms:** Shopify, Magento, WooCommerce, Mirakl, Rithum (DSCO), LogicBroker, Odoo ERP, Cymbio, WordPress, Netlify.
- **Analysis and reporting:** Power BI, advanced Excel, Google Sheets, Airtable.

EDUCATION

MA, Marine Sciences (Maritime Civilizations) | University of Haifa

BA Political Science | Academic College of Tel Aviv-Yaffo

Certifications | SQL Programming (DataCamp) | Postman EDI | Advanced Google Sheets (Udemy)