

Zaine Pilsworth

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EDUCATION

Nottingham Trent University

BA (Hons) Business Management and Entrepreneurship

Nottingham, UK

2025 – 2029 (Expected)

- **First-year overall performance: Mid First (First-class standard).** Selected results include High First in Accounting & Finance for Managers; High First in Essentials of Business Development; 80% in Economics & Data Analysis exam; 95% in Managing & Organising MCQ.
- **Financial modelling:** Exceptional First in Excel-based Accounting & Finance coursework, including budgeting, profitability, cash flow, break-even, working capital, scenario analysis and constrained-resource decisions.

COMMERCIAL EXPERIENCE

Independent Ecommerce Seller

Etsy

Jan. 2023 – Dec. 2023

Online

- Generated £12.2k revenue across 1,408 orders from March–September 2023, with 32.6k visits and a 4.3% conversion rate; used sales, customer and product data to inform pricing and commercial decisions.
- Managed product and competitor research, pricing, sourcing, listing optimisation, customer service, fulfilment and performance tracking across an international customer base; built Excel/Google Sheets systems and automated repeatable workflows with Zapier and Make.

SELECTED PROJECTS

Your Store Ranks - Etsy Lead Research Automation | yourstoreranks.com

- Designed the workflow and commercial scoring criteria for a lead research system for my Etsy coaching venture; directed and tested implementation combining Etsy/eRank evidence, structured qualification, Google Sheets synchronisation, retries and operator review.

NOW Cleaner - Course Content Automation Tool | [GitHub](https://github.com)

- Designed the workflow, specified requirements and tested/refined implementation of a macOS tool that converts bulk university content exports into cleaner NotebookLM-ready files; a recorded run processed 14 ZIPs and removed 20 redundant prepared-output files across two merge groups.

Local ChatGPT Export & Knowledge System | [GitHub](https://github.com)

- Designed and refined a local knowledge workflow for large ChatGPT exports, structuring thousands of chats and linked assets into searchable JSON/Markdown indexes with multi-account handling and a macOS viewer.

Paul Smith Product Extension Strategy

- Developed a product-extension strategy in a university team using PESTLE, Porter's Five Forces, customer persona, competitor research, pricing and route-to-market planning to position a premium AI-enabled chess product.

ADDITIONAL EXPERIENCE

Customer Service Assistant

B&M Stores

Aug. 2025 – Present

Clifton, Nottingham

- Prioritise customer support, replenishment and recovery against tight shift deadlines; resolve unexpected shop-floor issues and de-escalate difficult customer interactions.
- Trusted by management to support onboarding of new starters, explaining procedures, store standards and day-to-day working practices alongside regular operational duties.

SKILLS

Business & analysis: Excel financial modelling, scenario analysis, ecommerce analytics, market and competitor research, pricing, commercial analysis.

AI & automation: ChatGPT, Claude, Codex, n8n, Make, Zapier; AI-assisted workflow design, prompt/agent workflows, browser automation and practical systems work.

Technical foundations: APIs, Linux/Docker familiarity, basic Python and basic HTML/CSS/JavaScript.

Business software: Google Sheets, PowerPoint, Word and HubSpot CRM.