

Katherine O'Connell

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Experience

STYLEBUNDLEBKK

Co-Founder | 07/2021 - 11/2022

- Launched and scaled a personalized clothing bundle business, using organic social media marketing to drive demand and engagement.
- Promoted products on TikTok, accumulating 211,000+ organic views, leading to strong customer interest
- Achieved an average order revenue of THB 1,735 with a 47% profit margin, ensuring sustainable growth.
- Managed end-to-end operations, including product sourcing, logistics, and order fulfilment.

KALUDOSCOPES

Founder | 05/2023 - Present

- Launched an online store selling handmade flowers, utilizing TikTok and Instagram marketing to grow brand awareness.
- Created engaging content, generating 65,000+ views on TikTok and increasing customer interest.
- Learned to balance production, fulfillment, and content creation, improving my time management skills in the process.

The Rainbow Room Foundation

Head of Marketing | 02/2024 - 05/2024

- Spearheaded the marketing strategy at The Rainbow Room Foundation, a non-profit dedicated to raising awareness and providing support for Thailand's neurodiverse community.
- Managed social media platforms and developed content to raise awareness about neurodiversity.
- Researched and created informative content aligned with the foundation's mission.
- Managed social media platforms and developed content to raise awareness about neurodiversity.

Our Belief Initiative Project

Creative Designer | 10/2022 - 02/2023

- Led creative design efforts for the Our Belief Initiative Project—an initiative dedicated to integrating science and religion, fostering interdisciplinary dialogue, and making complex ideas more accessible.
- Worked closely with Basil Cousins, founder of Open Forum Europe, to transform text-based research into visually compelling and accessible content.
- Focused on integrating science and religion, enhancing accessibility through strategic visual storytelling and condensed text.

ICDL Thailand

Creative Designer & Content Developer | 01/2018 - Present

- Designed and developed the ICDL course website to enhance online learning accessibility.
- Created high-quality educational videos that simplify complex digital literacy concepts.
- Helped out at ICDL Thailand events, assisting with various tasks as needed.

Education

Cambridge IGCSE | Bangkok, Thailand

St. Andrews International School Bangkok

Literature in English: A* | First Language English: A | Mathematics: A | Biology: A | Chemistry: A

Chulalongkorn University | Bangkok, Thailand

Bachelor of Arts and Science in Integrated Innovation

Currently pursuing a multidisciplinary degree in integrated innovation, combining business, technology, and design to develop creative and impactful solutions.

Awards

Silver Award | ICDL Data Analytics Competition (Asia), Silver Award | ICDL Digital Marketing Competition (National)