

# Kathryn Dillman

**Teacher / Non-Profit Director  
Freelance Website Manager**

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## Profile

Hello. I'm Teacher Katie. I run a non-profit called Make Our Day. We teach project based learning camps and classes to students in Thailand and in the US. As my non-profit work is unpaid, I work as a freelance online brand manager and copywriter as my primary source of income. You can see my recent brand work at [kathryndillman.com](http://kathryndillman.com) or email me your project for a custom quote.

## Skills

I take on freelance writing, marketing and retail projects in order to supplement my income as a teacher. The majority of my brand work has been done remotely although I do have many years of retail experience and 2 years of experience in buying and allocation for hardline licensed products.

- Inventory Management / Allocation Online and in Brick and Mortar locations
- Online Brand Management / Email Campaigns / Discount Code Campaigns
- Ad copy for radio / podcast / video / print
- Copywriting for website launches and redesigns

## Academic History

### Stephns College

*BS in Fashion Marketing and Management*  
Graduated 2009

### Western Governors University

*Masters of Science in Educational Leadership*  
Graduated 2021

## Professional Career

### Founder / Director Make Our Day

*makeourday.org - Education 501c3 - USA / Thailand*  
2014 - present

- Plan, schedule, and teach all classes offered by Make Our Day
- Build lasting partnerships with schools and students to support students through and beyond graduation.
- Write all project based learning curriculum used in camps
- Work through cultural and language barriers to reach students who want to learn English as a job / life skill.
- Solely responsible for all marketing, fundraising, grant writing, accounting, tax prep, and administrative work.

### Math & IT Teacher - Middle School

*PPAO Public Schools: Phuket Thailand*  
2013 - 2020

- Write an ESL curriculum for Elementary Math and Secondary IT, Tourism, Reading, Writing, and Drama
- Manage classrooms of 50 plus students and teach up to 700 students per school year.
- Plan, price, and chaperone all camps and field trips for 100+ students

### Freelance Online Brand Manager - KBD Investments

*The Strike Zone & Fun City: Missouri Based Businesses*  
2018 - Present

- Redesigned the existing websites for both businesses
- Manage targeted marketing lists for each business
- Design and send email campaigns, discount codes, online booking options, social media posts and text coupons
- Write all copy for website, social, TV, radio, and print campaigns