



Kathryn Nudelman
Marketing Consultant
NewLevel Group

Kathryn Nudelman is a brand strategist with in-depth expertise in new media for both the public and private sectors. Before relocating from New York City to Napa Valley in 2006, she collaborated with Peter Yarrow of Peter, Paul & Mary to establish and grow his character education organization, Operation Respect.

She later brought Operation Respect's programs to St. Philip's Academy, an independent inner city school in Newark, NJ. Shortly thereafter she accepted a new role as the school's first Director of Marketing and Communications. During her tenure there, she re-invented the school's identity and message. She expanded the communications program and directed the marketing effort for a \$25 million capital campaign.

More recently, Kathryn has focused her practice on interactive marketing, and communications for a web-literate world. She studied the history and development of online communications while helping clients to shape messages, form identities, and get noticed both on and offline.

Having done work in a diverse array of industries including nonprofits, businesses, wineries, legislative bodies, and the arts, Kathryn excels at tailoring creative solutions to meet clients' unique brand and communications challenges. Whether through the development of marketing or fund raising collateral, website development, ad campaigns, or events, her focus on building strong brands ensures a unified voice and cohesive results.



knudelman@newlevelgroup.com
(707) 255-5555 x107