

TASION KWAMILELE

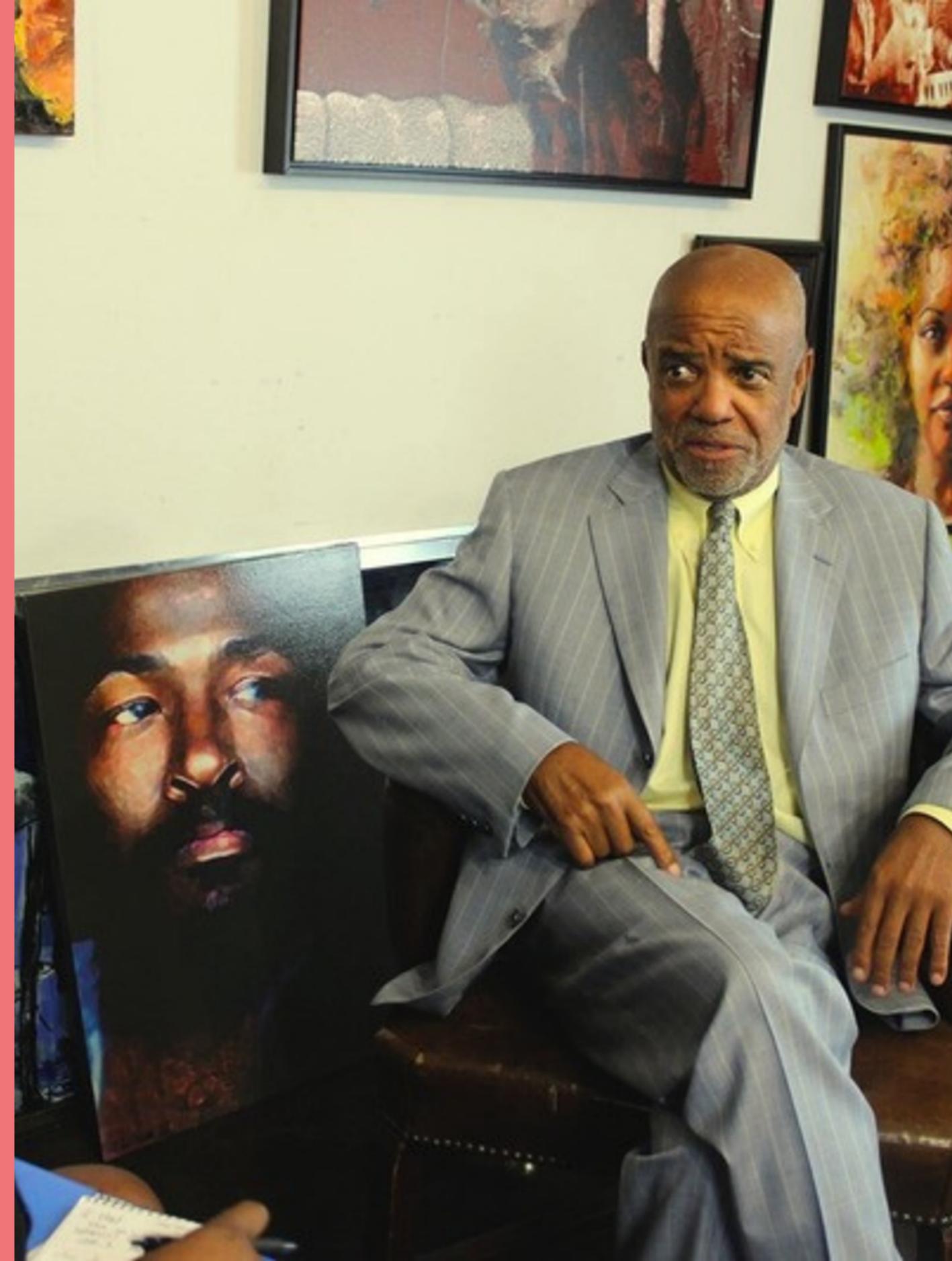
“Narrative strategy for high profile leaders and creators
at the intersection of culture, policy, and influence”



ABOUT ME

asion Kwamilele is an Oakland-based communications strategist with degrees from Howard University (B.A., English) and UC Berkeley (M.A., Journalism). She has led communications and external affairs strategy across the public and private sectors, advising elected officials, nonprofits, developers, and Fortune 1000 executives on high-profile initiatives.

Guided by the philosophy “Protect. Preserve. Elevate.” she founded The Kwamilele Group, a strategic communications consultancy helping creatives and corporations build cultural influence, shape narratives, and mobilize audiences.



HIGHLIGHTED PROJECTS

BRAND

NARRATIVE

COMMUNICATIONS

CLIENT: FAME OAKLAND

INDUSTRY: NON-PROFIT/MUSIC

DURATION: JUNE 2023 TO MARCH 2024; JULY 2024 - MARCH 2025

TKG was retained by FAME Oakland to lead “Up From the Ashes,” a public relations and event campaign following a devastating fire that destroyed the church. TKG produced a three-day series of community events—including a festival, fire anniversary commemoration, and a concert headlined by an award-winning artist—drawing approximately 1,000 attendees. **The firm booked talent, managed artist relations, coordinated sponsorship activations and curated gifting experiences.**

The campaign secured \$200,000 in corporate sponsorships, generated \$50,000 in community donations, earned coverage across major local and national outlets, increased social media engagement by 58%, and mobilized participation from elected leaders, supported by a paid media strategy across digital, print, and radio.



HIGHLIGHTED PROJECTS

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NARRATIVE

COMMUNICATIONS

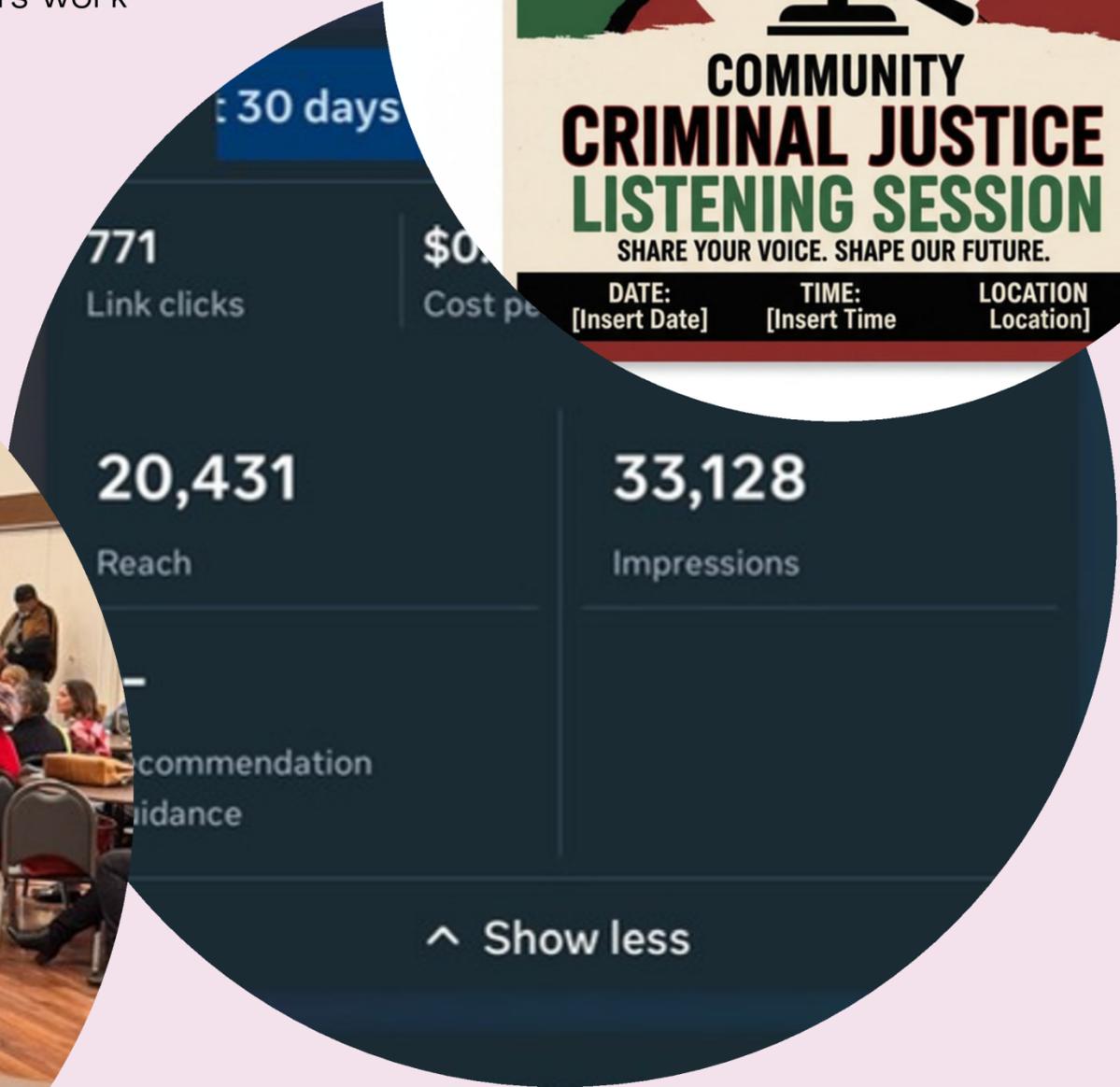
CLIENT: ALAMEDA COUNTY

INDUSTRY: PUBLIC SECTOR/GOVERNMENT

DURATION: OCT. 2025 - JUNE 2026

TKG was retained to lead strategic social media outreach for the Alameda County Reparations Commission. **The firm directed digital strategy, designed campaign graphics, and coordinated online engagement in partnership with county agencies.**

The campaign increased social media presence by 82%, boosted event registrations by 54%, delivered total 707,000 targeted ad impressions, and expanded public engagement around the Commission's work and community process.



HIGHLIGHTED PROJECTS

BRAND

NARRATIVE

COMMUNICATIONS

CLIENT: EDEN HOUSING/ BLACK CULTURAL ZONE

INDUSTRY: GOVERNMENT/GOVERNMENT

DURATION: FEB. 2024 - OCT. 2024

In partnership with Eden Housing and California Affordable Housing Initiatives, Inc., the Black Cultural Zone Community Development Corporation is advancing the 77th & Bancroft Housing Project in Oakland, California. **TKG was retained to design and execute a comprehensive community engagement strategy supporting the development.**

TKG led outreach to 15,000 residents, produced and distributed project communications, coordinated public meetings, and facilitated consistent stakeholder engagement to ensure the community remained informed and actively involved throughout the development process.



HIGHLIGHTED PROJECT

BRAND

NARRATIVE

COMMUNICATIONS

CLIENT: FLIPPER TEMPLE (ATLANTA, GA)

INDUSTRY: NON-PROFIT/MUSIC

DURATION: OCT. 2024 - OCT.2025

TKG was retained by Flipper Temple AME Church to lead the formal introduction of its new pastor to Atlanta's civic and community leadership, anchored by a celebratory concert featuring an award-winning gospel artist. **TKG led artist procurement, event production, and media relations for the engagement.**

The event drew 700+ attendees, secured advertising across major Atlanta radio stations, and increased social media engagement by 69%, significantly amplifying the church's visibility and community presence.



HIGHLIGHTED PROJECTS

BRAND

NARRATIVE

COMMUNICATIONS

CLIENT: TREVA REID

INDUSTRY: POLITICAL CAMPAIGN

DURATION: 2020; 2022

TKG was retained by Treva Reid to lead communications and media relations for her successful City Council bid and later mayoral campaigns. **TKG developed and executed media strategy, drafted messaging and talking points for public engagements, and managed social media to ensure consistent, impactful communications across platforms.**

The work supported outreach to 76,000 District residents, increased volunteer engagement, and helped secure major endorsements, strengthening the campaign's visibility and community support.



2028

creative



HIGHLIGHTS

HOSTED BY
Flipper Temple
AFRICAN METHODIST EPISCOPAL
CHURCH

photography

A NIGHT OF Worship

FEATURING
Kierra
Sheard-Kelly

MAR
28
2025 7PM

OPENING ACT
PASTOR RODNEY

OPENING ACT
DAVID WALKER
& High Praise

Lady
MELANIE
SHAFAH

Pastor
ELIJAH
SHAFAH

King Chapel

MOREHOUSE COLLEGE
830 WESTVIEW DR., SW
ATLANTA, GA 30314

SERVICES



EXTERNAL AFFAIRS

- Government relations strategy
- Stakeholder engagement
- Community impact campaigns



STRATEGIC COMMUNICATIONS

- Narrative strategy
- Executive messaging
- Media training



PUBLIC RELATIONS

- Talent partnerships
- Event strategy
- Brand storytelling



BRAND

NARRATIVE

COMMUNICATIONS

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CONTACT

CONTROL YOUR STORY BEFORE IT CONTROLS YOU.