

TASION KWAMILELE

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

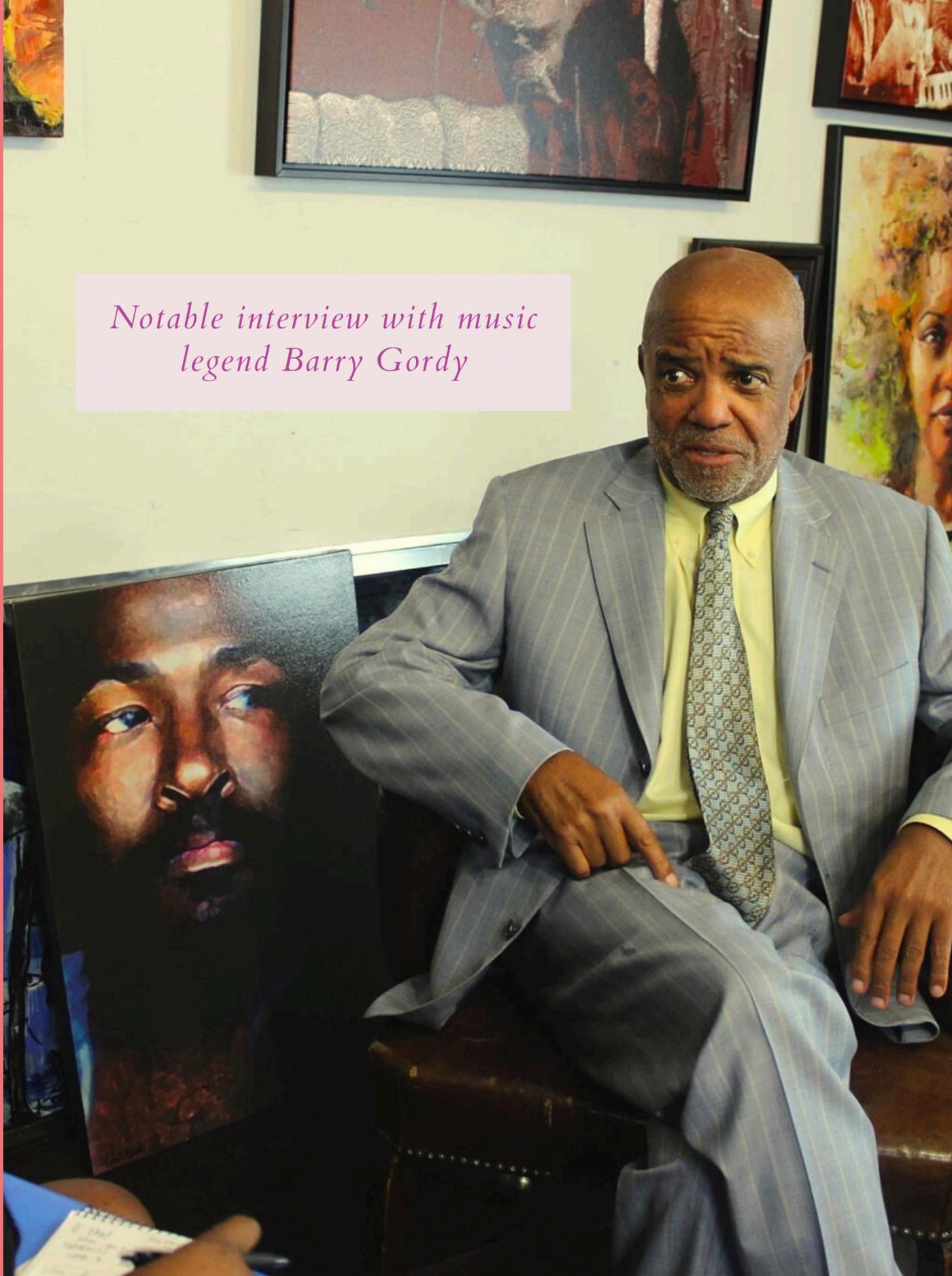


ABOUT ME

Tasion Kwamilele is a communications strategist with degrees from Howard University and UC Berkeley, bringing academic rigor and real-world instinct to every engagement. She has built and led communications and external affairs strategies across the public and private sectors — advising elected officials, nonprofit leaders, community developers, and Fortune 1000 executives on initiatives where the stakes are high and the margin for error is low.

Her work spans journalism, political campaigns, community development, cultural events, and corporate affairs, earning a reputation for translating complex narratives into clear, compelling, and culturally resonant messaging. Whether securing 700 paid concertgoers for a faith community's historic moment, reaching 76,000 district residents for a City Council campaign, or generating \$200,000 in corporate sponsorships for a community commemoration series, Tasion's strategies consistently produce measurable impact.

Guided by a commitment to "high-level work for ground-level impact," she believes that the communities most often spoken about deserve to be spoken to — with the same sophistication and intentionality afforded any boardroom audience. That conviction is the through-line in everything she builds.



Notable interview with music legend Barry Gordy

HIGHLIGHTED PROJECT



Flipper Temple
AFRICAN METHODIST EPISCOPAL
CHURCH

CLIENT: FLIPPER TEMPLE (ATLANTA, GA)

INDUSTRY: NON-PROFIT/MUSIC

DURATION: OCT. 2024 - OCT. 2025

Objective: Execute a celebratory concert with an award-winning artist to introduce the church's new pastor and vision.

Services Delivered: Artist procurement, end-to-end event production, and paid media campaigns across Google, Facebook, Instagram, and radio.

Results:

700+

Paid ticket attendees

69%

Social media
engagement lift

Secured gospel artist Kierra Sheard-Kelly · Strengthened civic, media, and faith partnerships



HIGHLIGHTED PROJECTS



CLIENT: FAME OAKLAND

INDUSTRY: NON-PROFIT/MUSIC

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

Objective: Produce a three-day community commemoration event series with award-winning talent and manage all event communications.

Services Delivered: Crisis communications, talent booking, artist relations, sponsorship activation, gifting experience curation, and paid media strategy across digital, print, and radio.

Results:

1K

Attendees

\$200K

Corporate Sponsorships

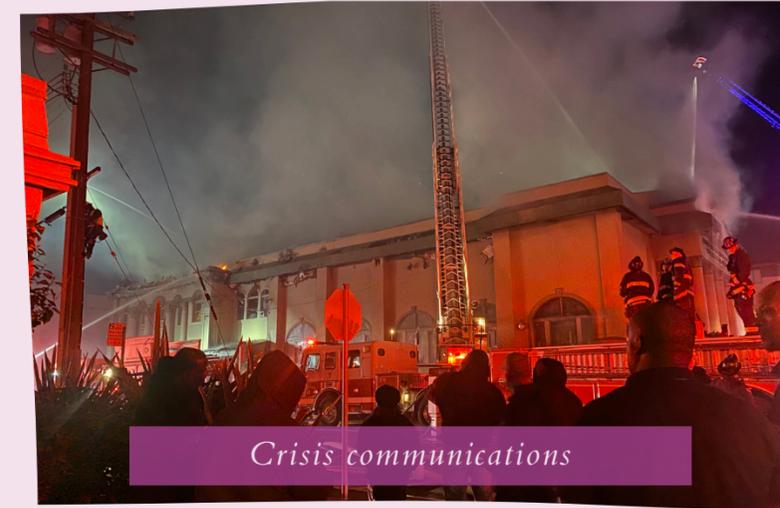
\$50K

Community Donations

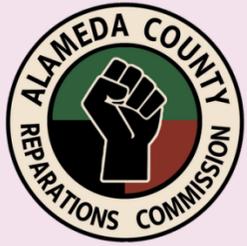
58%

Social media lift

Earned coverage across major local and national outlets · Mobilized elected leader participation



HIGHLIGHTED PROJECTS



CLIENT: ALAMEDA COUNTY

INDUSTRY: PUBLIC SECTOR/GOVERNMENT

DURATION: OCT. 2025 - JUNE 2026

Objective: Lead strategic social media outreach for the Alameda County Reparations Commission.

Services Delivered: Digital strategy, campaign graphics design, online community engagement, and coordination with county agencies.

Results:

82%

Social media lift

33K

Ad impressions (30-Day)

54%

Event registration boost

\$0.25

Cost per link click

Expanded public engagement around the Commission's work and community process



HIGHLIGHTED PROJECTS



CLIENT: EDEN HOUSING
INDUSTRY: HOUSING/GOVERNMENT
DURATION: FEB. 2024 - OCT. 2024

Objective: Design and execute a comprehensive community engagement strategy supporting the 77th & Bancroft Housing Project in Oakland, CA.

Services Delivered: Community outreach strategy, direct mail communications, public meeting coordination, and ongoing stakeholder engagement in partnership with Eden Housing Black Cultural Zone, and California Affordable Housing Initiatives, Inc.

Results:

15,000
Residents reached
through direct
outreach campaign



Developed project communications for direct mail outreach · Coordinated public meetings · Facilitated consistent stakeholder engagement across the development process

HIGHLIGHTED PROJECTS

CLIENT: TREVA REID

INDUSTRY: POLITICAL CAMPAIGN

DURATION: 2020; 2022

Objective: Lead communications and media relations for Treva Reid's successful Oakland City Council bid and subsequent mayoral campaign.

Services Delivered: Earned media strategy, media relations, messaging and talking points development for public engagements, and social media strategy for consistent cross-platform communications

Results:

76,000
District residents
reached through
campaign outreach

Increased volunteer engagement · Secured major endorsements · Strengthened campaign visibility and community support across two successful races



AREA OF EXPERTISE



STRATEGIC COMMUNICATIONS

- Narrative strategy
- Executive messaging
- Media training

EXTERNAL AFFAIRS

- Government relations strategy
- Stakeholder engagement
- Community impact campaigns

PUBLIC RELATIONS

- Talent partnerships
- Event strategy
- Crisis Communications



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CONTACT

CONTROL YOUR STORY BEFORE IT CONTROLS YOU.