

THE KWAMILELE GROUP

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



ABOUT TKG

The Kwamilele Group (TKG) is a strategic communications, and external affairs agency advising cultural influencers, public leaders, large-scale developers, and public-facing organizations navigate high-visibility environments where reputation, media narratives, stakeholder trust, and public perception shape outcomes.

Founded by Tasion Kwamilele, TKG operates at the intersection of ambition and trust— supporting clients through moments that require thoughtful communication, strategic alignment, and long-term trust building.

We believe effective communications is not simply about publicity. It is about positioning. It is about helping organizations and leaders communicate with consistency, navigate scrutiny with confidence, and move initiatives forward while protecting the relationships and credibility that matter most.



Notable interview with music legend Barry Gordy

HIGHLIGHTED PROJECTS



CLIENT: ALAMEDA COUNTY

INDUSTRY: PUBLIC SECTOR/GOVERNMENT

DURATION: OCT. 2025 - JUNE 2026

82%

Social media lift

33K

Ad impressions (30-Day)

\$0.25

Per link click

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

Objective: TKG led strategic content and stakeholder communications to increase public engagement and visibility for the Alameda County Reparations Commission.



CLIENT: DELROY LINDO

INDUSTRY: ENTERTAINMENT/GOVERNMENT

DURATION: APRIL - MAY 2026

300+

Attendees

7

Media Placements
(local coverage,
national mentions)

100%

Client
Satisfaction

End-to-end event success that curated event aligning with client focus of youth and art focus; secured media included KTVU-2 (Fox), Complex, San Francisco Chronicle)

Objective: TKG delivered end-to-end communications and audience engagement for “Delroy Day,” in partnership with the City of Oakland – managing media relations, stakeholder engagement, and the day-of experience for the Academy Award-nominated actor.





CLIENT: FAME OAKLAND

INDUSTRY: NON-PROFIT/ENTERTAINMENT

DURATION: JUNE 2023 - MARCH 2025

1K

Attendees

\$200K

Corporate Sponsorships

\$50K

Community Donations

58%

Social media lift

Secured Grammy-winning Jonathan McReynolds, Grammy-nominated Zacardi Cortez, and R&B singer Adrian Marcel · iHeartMedia partnership · secured media included CNN, ABC, KQED, NBC Bay Area

Objective: Following a devastating fire, TKG led crisis response and rebuilt public narrative — restoring stakeholder trust and producing a three-day commemoration series anchored by award-winning talent. The engagement spanned strategic partnerships, media relations, talent booking, and sponsorship activation, including a media partnership with iHeartMedia.



HIGHLIGHTED PROJECT



Flipper Temple
AFRICAN METHODIST EPISCOPAL
CHURCH

CLIENT: FLIPPER TEMPLE (ATLANTA, GA)
INDUSTRY: NON-PROFIT/ENTERTAINMENT
DURATION: OCT. 2024 - MAR. 2025

700+
Paid ticket
attendees

69%
Social media
engagement

Secured Grammy-nominated artist Kierra Sheard-Kelly and strengthened civic, media, and faith partnerships

Objective: TKG produced a celebratory concert anchored by nationally recognized talent, executing end-to-end from artist procurement through an integrated paid-media campaign across Google, Meta, and radio.



HIGHLIGHTED PROJECT



CLIENT: EAST BAY MUNICIPAL WATER DISTRICT

INDUSTRY: PUBLIC UTILITY/WATER

DURATION: MAY 2020 - MARCH 2021

3

Community Meetings

ZERO

Major opposition

7K

Residents Outreach

Navigated a politically sensitive siting process — zero major opposition, fast-tracked planning and permit approvals

Objective: Developed and executed a community engagement strategy that secured stakeholder support and facilitated approvals for a new industrial service center



HIGHLIGHTED PROJECTS



CLIENT: BLACK CULTURAL ZONE/ EDEN HOUSING

INDUSTRY: HOUSING/GOVERNMENT

DURATION: FEB. 2024 - OCT. 2024



15,000

Residents through
direct outreach &
email campaigns

2

Successfully
executed public
meetings

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

Objective: Designed and executed a community engagement strategy that satisfied City outreach requirements and built stakeholder awareness for the 77th & Bancroft Housing Project.



AREA OF EXPERTISE



STRATEGIC COMMUNICATIONS

- Narrative strategy
- Executive messaging
- Social media amplification

EXTERNAL AFFAIRS

- Government relations
- Stakeholder engagement
- Community impact campaigns

PUBLIC RELATIONS

- Strategic partnerships
- Event management
- Crisis communications



510.480.9341

tasion@thekwamilelegroup.com

CONTACT