

TASION KWAMILELE

“Communications professional for high profile leaders and organizations at the intersection of culture, policy, and influence”

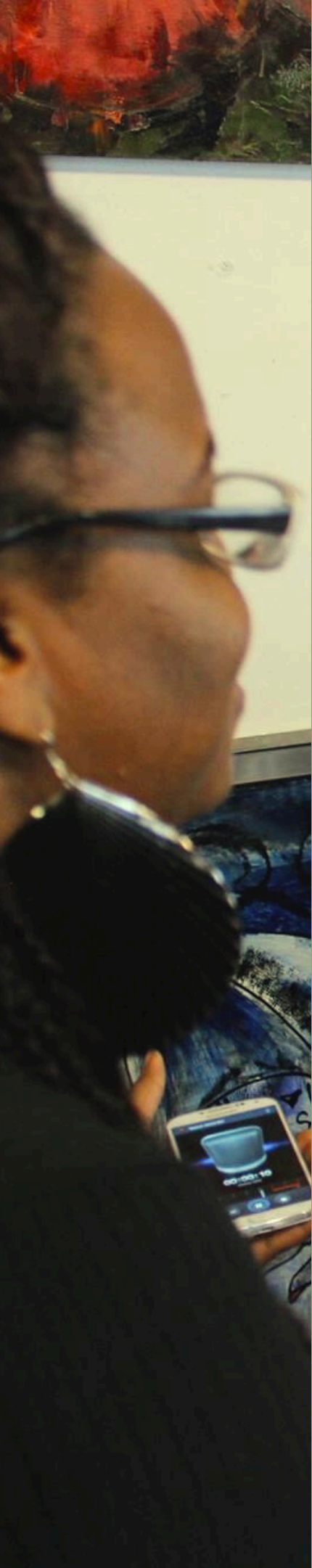


ABOUT ME

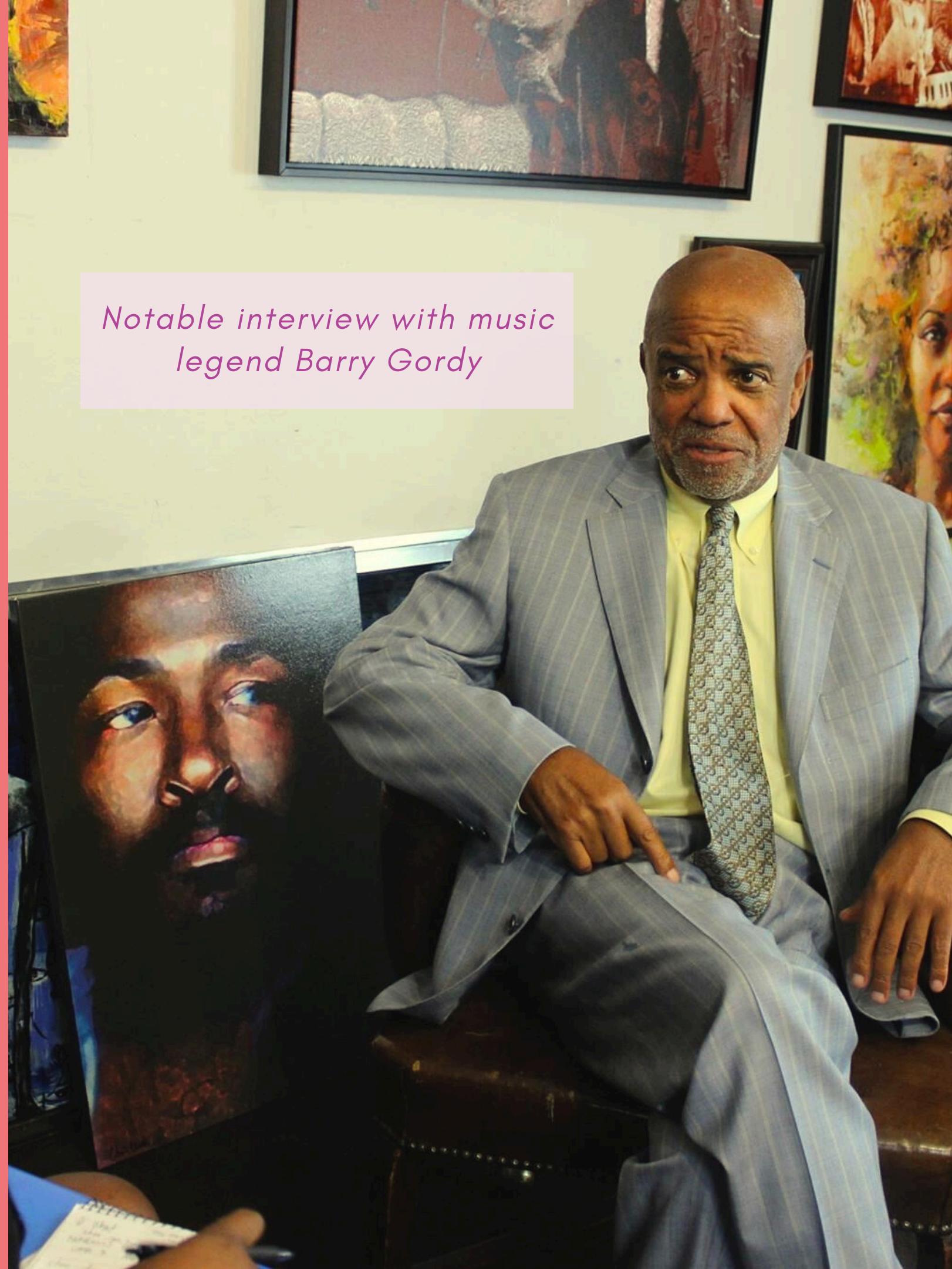
Tasion Kwamilele is the Founder and CEO of The Kwamilele Group, a strategic communications and external affairs agency advising executives, public-facing organizations, developers, cultural leaders, and brands navigating high-visibility environments. A graduate of Howard University and the University of California, Berkeley, she combines academic rigor with real-world strategic counsel to help clients shape narratives, strengthen stakeholder trust, and lead with clarity during defining moments.

Her experience spans strategic communications, public affairs, executive visibility, media relations, brand partnerships, and community engagement across the public, private, nonprofit, and entertainment sectors. Throughout her career, she has advised elected officials, Fortune 1000 executives, nonprofit leaders, developers, and cultural organizations on initiatives where reputation, public perception, and stakeholder alignment directly influence outcomes. Her work has generated more than \$250,000 in sponsorship revenue, secured regional and national media coverage, expanded audience engagement, and elevated high-profile initiatives through thoughtful messaging and strategic partnerships.

Guided by the belief that high-level strategy should create ground-level impact, Tasion approaches every engagement with a commitment to clarity, credibility, and long-term trust. She believes the communities most often spoken about deserve to be spoken to with the same sophistication, intentionality, and strategic excellence afforded to any boardroom or executive audience—and that conviction remains at the center of every partnership she leads.



Notable interview with music legend Barry Gordy





CLIENT: LAKEFEST OAKLAND

INDUSTRY: ENTERTAINMENT/COMMUNITY

DURATION: APRIL - JUNE 2026

10K+

Attendees

12

Media Placements
(Print, TV & digital;
local, regional)

32

Credentialed
Media

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: Tasion provided strategic communications and public relations support to elevate LakeFest Oakland's visibility before and during the event. Her work included developing communications strategy, coordinating with key elected officials and community stakeholders, securing pre-event media coverage and broadcast interviews, and managing on-site media relations to ensure a seamless press experience.



Grammy Award-winning songwriter and R&B recording artist Eric Bellinger and acclaimed R&B singer-songwriter VEDO headlined the 2026 LakeFest Oakland.

CLIENT: DELROY LINDO

INDUSTRY: ENTERTAINMENT/GOVERNMENT

DURATION: APRIL - MAY 2026

300+

Attendees

7

Media Placements
(local reports,
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: Tasion 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, Tasion 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.



Crisis communications



Talent Procurement



Event Production

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



HIGHLIGHTED PROJECT



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: Tasion 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: Tasion 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: Tasion 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



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CONTACT