



CITY HALL • ONE CITY HALL PLAZA • OAKLAND, CALIFORNIA 94612

Office of the Mayor  
Honorable Sheng Thao

(510) 238-3141  
FAX (510) 238-4731  
TDD (510) 238-3254

Letter of Appointment

March 19, 2024

Dear President Bas and members of the City Council:

Pursuant to City Charter Section 601, the Mayor has appointed the following persons as members of the following board or commission, subject to City Council confirmation:

**Cultural Affairs Commission**

**Ebhodaghe Esoimeme**, to serve a three-year term on the Cultural Affairs Commission beginning October 1, 2021 and ending September 30, 2024, filling a vacant seat previously held by J.K. Fowler.

Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Sheng Thao", written in a cursive style.

Mayor Sheng Thao

**Profile**

Ebhodaghe

First Name

Esoimeme

Middle Initial

Last Name

[Redacted]

Email Address

[Redacted]

Street Address

[Redacted]

City

[Redacted]

Suite or Apt

[Redacted]

State

[Redacted]

Postal Code

**What City Council district do you live in?**

District 2

[Redacted]

Primary Phone

[Redacted]

Alternate Phone

DAGHE DIGITAL LLC

Employer

Strategist, Marketing,  
Graphic/Print/Web Designer, Art  
Gallery Owner, & DJ

Job Title

**Which Boards would you like to apply for?**

Cultural Affairs Commission: Submitted

**Interests & Experiences**

**Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.**

As an elder statesman in the community with a deep understanding of the cultural landscape of Oakland and the greater Bay Area, I believe that I would be a great asset to the Board of Cultural Affairs. My experience as a mentor to influential creatives and as a pioneer of Turf Dancing has given me a unique perspective on the cultural heritage of Oakland and the role that it plays in shaping the city's identity. My experience producing events that have defined Oakland's nightlife for the past 20+ years has given me a deep understanding of the cultural and economic impact that the arts can have on a community. As an advisor to global corporations (ie: Rolling Loud, Spotify, YouTube/Google, Fools Circle Comedy, RCA Records, Nike, LRG, Everyday People, and many more) that activate within the city of Oakland, I have a wealth of experience in working with diverse stakeholders to promote and support the growth of the arts and culture sector. My experience as a DJ with 25 nationwide tours and 6 world tours has enabled me to study how different cities around the globe promote culture in their communities. These case studies have allowed me to take elements and bring them back to the city of Oakland, further enriching its cultural landscape. I am currently present in the journeys of budding artists and creatives in Oakland that are active in the scene. I still go to new events where I see and interact with new often unknown creatives and organizers. When there is synergy, I work to collaborate with the new energy of the Town. Attending what the city has to offer at all levels is an important part of my mission. Overall, I believe that my qualifications and experience make me an ideal candidate for the Board of Cultural Affairs, and I am excited about the opportunity to contribute to the cultural vibrancy of Oakland and the greater Bay Area.

**Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.**

[E. Esoimeme -  
\\_Resume\\_2023.pdf](#)

Upload a Resume

**Please paste the text of your resume or curriculum vitae below.**

**[REDACTED]** Daghe Digital, MoreVibes  
CREATIVE DIRECTOR A cultural strategist, creative director, and founder of DAGHE DIGITAL, a creative collective that specializes in visual storytelling, sound curation, and cultural activations. With over 10 years of experience in the creative industry, I have had the pleasure of working with leading brands such as Puma, Starz, Apple, and Nike; delivering authentic and trusted solutions that reflect a love for art, music and fashion. I am a dynamic and visionary savant with a proven track record of creating innovative solutions in all creative spaces. I am adept at identifying market gaps and forging strategic partnerships that drive positive growth and cultural shifts for businesses and local communities. My background in digital marketing, brand development, and cultural impact showcases a unique blend of skills aimed at empowering emerging talent and cultivating inclusive spaces. Whether curating top-tier events and festivals or advocating for community interests, I excel in bridging the divide between creativity and community engagement. My career trajectory underscores a steadfast commitment to constructing influential brands, delivering unforgettable experiences, and effecting meaningful change within both the artistic and civic realms. Creative Consulting Story Production Concept Development Project Management Logistics Coordination Event Production Campaign Strategy & Management Graphic Design User Experience (UX) Design Web Design Photo & Video Editing Interpersonal Communication Strategic Partnership Transformational Leadership Effective Collaboration Stakeholder Engagement Adaptability Keen Attention to Detail Music Production & Analysis Image Advisory Cultural Awareness Color Theory Strategic Planning Critical & Creative Thinking Jan. 2012 - Present KEY COMPETENCIES Daghe Digital, LLC. : Creative Firm Founder & Owner PROFESSIONAL EXPERIENCE Daghe Digital, LLC collaborates with local businesses to expand their client base and engage new audiences, driving growth for both businesses and the local entertainment ecosystem. Provide expert marketing, branding and creative support to creatives, including but not limited to, DJs, musicians, and visual artists, elevating their profiles and connecting them effectively with target audiences. Develop and implement comprehensive business growth strategies, including identifying new markets and demographics, analyzing competition, and evaluating potential partnerships and acquisitions. Identify and secure funding opportunities to support the growth and expansion of the company, including grants, sponsorships, and investments. Establish and maintain strong relationships with key stakeholders in the entertainment industry, including artists, talent agencies, event organizers, and media outlets, to enhance Daghe Digital, LLC's reputation and expand its network. Develop and maintain a strong online presence for Daghe Digital, LLC - including managing the company website, social media platforms, and online marketing campaigns, to attract new clients and promote the company's services. MoreVibes Sound / MoreVibes Day Festival Jan. 2012 - Present Founder & Creative Curator The MoreVibes Day Festival is a creative hub for cultural enrichment and artistic connection, solidifying its place in the local cultural landscape and increasing participation. Owner of various roles, including producer, video editor, and graphic designer, to drive the end-to-end production of the More Vibes Day Festival. The result is a visually captivating and immersive festival experience that delights and engages attendees. Prioritize community integration, cultivating a vibrant and inclusive cultural space by fostering a profound sense of belonging and unity among festivalgoers, artists, and local residents, enhancing the festival's reputation and community engagement. Develop and implement innovative marketing strategies to promote MoreVibes Sound and MoreVibes Day Festival, effectively positioning them as leading platforms for emerging and established artists and performers in the music and arts industry, resulting in increased brand recognition and audience engagement. Spearhead the curation of talent line-ups with meticulous precision, ensuring top-tier performances and creating unforgettable event experiences that leave a lasting impact on attendees. PROFESSIONAL EXPERIENCE State of California - District 18 Feb. 2023 - Present Campaign Strategist & Representative Serve as the elected representative for California Assembly District 18, acting as a liaison between constituents. Prepare and present proposals for legislative changes to Assembly members based on the needs and concerns of their constituents in District 18. Facilitate constructive dialogue and community

engagement by effectively communicating with local government officials, community leaders, and party members. Actively participate in district meetings, conventions, and caucuses, advocating for local residents' interests and concerns. Collaborate with fellow delegates to influence policies, and endorsements, contributing to decision-making. Facilitate constructive dialogue and community engagement by effectively communicating with local government officials, community leaders, and party members. Build strong relationships with community members, civic organizations, and local businesses to support the district's initiatives and increase engagement and participation. Atlantic Records Sep. 2018 - Oct. 2022 Musical Consultant & Tour DJ Grammy Nominated Artist: Cordae Collaborated as a musical consultant, closely working with the creative team to develop and execute captivating stage shows that resonated with contemporary market trends, catering specifically to Millennials and Gen-Z audiences, resulting in engaging performances and increased fan engagement. Conducted in-depth market trend analysis, leveraging insights to craft live performances that deeply resonated with the target demographic, fostering heightened engagement and stronger audience connections, ultimately solidifying the artist's presence in the industry. Provided invaluable marketing and promotional support throughout the nationwide tour, contributing to heightened visibility and audience engagement, ultimately enhancing the artist's profile and tour success. Successfully established and nurtured pivotal relationships with major performance venues, ensuring seamless tour logistics and expanding the artist's reach to new audiences, thereby achieving greater visibility and success. Orchestrated and curated dynamic setlists that elevated live performances, enhancing the artist's stage presence, and ultimately captivating audiences, contributing to the artist's overall success. Proudly performed at prestigious music festivals including Coachella, Governors Ball, Lollapalooza, Rolling Loud, and Wireless London, showcasing musical prowess and significantly contributing to the artist's global recognition, ultimately expanding the artist's fanbase and reach. Contributed significantly to six (6) nationwide tours and five (5) world tours, demonstrating exceptional dedication, professionalism, and musical talent, which played a pivotal role in the artist's continued success and global impact. RCA Records Dec. 2015 - Sep. 2020 Creative Project Manager & Tour DJ Platinum Recording Artist: G-Eazy Acted as a brand ambassador for the artist, representing their image and values in all public and media interactions, and actively promoting their music and events to the target audience. Developed comprehensive strategies for album releases, tours, and promotional campaigns, including social media marketing plans to engage and connect with fans and communities. Expertly managed relationships with tour participants, fostering a harmonious working environment, and utilized these connections to enhance the artist's and the community affairs initiatives' reach. Cultivated and maintained strong relationships with stakeholders across various companies involved in production, ensuring smooth collaborations, and coordinated social media efforts with partner organizations to amplify community engagement. Executed social media marketing campaigns, creating and curating content that engaged fans and promoted events, skills transferable to managing online presence for community affairs initiatives. Managed soundchecks, transitions, and technical aspects of live shows to guarantee optimal sound quality and performance precision. Adapted to evolving musical preferences and audience reactions to enhance each show's energy and impact. PROFESSIONAL EXPERIENCE Young Community Developers (YCD) Aug. 2010 - Dec. 2015 Content Manager Developed and implemented a comprehensive content strategy that aligned with the organization's mission and goals, and ensured consistent messaging and branding across all platforms. Spearheaded job readiness training programs with a focus on Computer Literacy, equipping individuals with essential digital skills to thrive in today's workforce. Efficiently served as a dedicated Client Advocate, skillfully managing the progress and success of a caseload exceeding 40 individuals, providing crucial support and guidance to help them achieve their goals. Orchestrated the creation of compelling identity and promotional assets for the organization, enhancing its visibility and impact in the community. Fostered and maintained invaluable relationships with community partners and potential employers, actively engaged with stakeholders to create collaborative opportunities for program participants. Chico State University Bachelor of Arts - Sociology EDUCATION

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Please click the acknowledgement below.

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Service on City of Oakland boards, commissions, and committees may require filings of the FPPC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.

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I Agree \*

# EBHODAGHE ESOIMEME

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## CREATIVE DIRECTOR

A cultural strategist, creative director, and founder of DAGHE DIGITAL, a creative collective that specializes in visual storytelling, sound curation, and cultural activations. With over 10 years of experience in the creative industry, I have had the pleasure of working with leading brands such as Puma, Starz, Apple, and Nike; delivering authentic and trusted solutions that reflect a love for art, music and fashion. I am a dynamic and visionary savant with a proven track record of creating innovative solutions in all creative spaces. I am adept at identifying market gaps and forging strategic partnerships that drive positive growth and cultural shifts for businesses and local communities.

My background in digital marketing, brand development, and cultural impact showcases a unique blend of skills aimed at empowering emerging talent and cultivating inclusive spaces. Whether curating top-tier events and festivals or advocating for community interests, I excel in bridging the divide between creativity and community engagement. My career trajectory underscores a steadfast commitment to constructing influential brands, delivering unforgettable experiences, and effecting meaningful change within both the artistic and civic realms.

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## KEY COMPETENCIES

Creative Consulting	Campaign Strategy & Management	Strategic Partnership	Music Production & Analysis
Story Production	Graphic Design	Transformational Leadership	Image Advisory
Concept Development	User Experience (UX) Design	Effective Collaboration	Cultural Awareness
Project Management	Web Design	Stakeholder Engagement	Color Theory
Logistics Coordination	Photo & Video Editing	Adaptability	Strategic Planning
Event Production	Interpersonal Communication	Keen Attention to Detail	Critical & Creative Thinking

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## PROFESSIONAL EXPERIENCE

### Daghe Digital, LLC. : Creative Firm

Jan. 2012 - Present

#### Founder & Owner

- Daghe Digital, LLC collaborates with local businesses to expand their client base and engage new audiences, driving growth for both businesses and the local entertainment ecosystem.
- Provide expert marketing, branding and creative support to creatives, including but not limited to, DJs, musicians, and visual artists, elevating their profiles and connecting them effectively with target audiences.
- Develop and implement comprehensive business growth strategies, including identifying new markets and demographics, analyzing competition, and evaluating potential partnerships and acquisitions.
- Identify and secure funding opportunities to support the growth and expansion of the company, including grants, sponsorships, and investments.
- Establish and maintain strong relationships with key stakeholders in the entertainment industry, including artists, talent agencies, event organizers, and media outlets, to enhance Daghe Digital, LLC's reputation and expand its network.
- Develop and maintain a strong online presence for Daghe Digital, LLC - including managing the company website, social media platforms, and online marketing campaigns, to attract new clients and promote the company's services.

### MoreVibes Sound / MoreVibes Day Festival

Jan. 2012 - Present

#### Founder & Creative Curator

*The MoreVibes Day Festival is a creative hub for cultural enrichment and artistic connection, solidifying its place in the local cultural landscape and increasing participation.*

- Owner of various roles, including producer, video editor, and graphic designer, to drive the end-to-end production of the More Vibes Day Festival. The result is a visually captivating and immersive festival experience that delights and engages attendees.
- Prioritize community integration, cultivating a vibrant and inclusive cultural space by fostering a profound sense of belonging and unity among festivalgoers, artists, and local residents, enhancing the festival's reputation and community engagement.
- Develop and implement innovative marketing strategies to promote MoreVibes Sound and MoreVibes Day Festival, effectively positioning them as leading platforms for emerging and established artists and performers in the music and arts industry, resulting in increased brand recognition and audience engagement.
- Spearhead the curation of talent line-ups with meticulous precision, ensuring top-tier performances and creating unforgettable event experiences that leave a lasting impact on attendees.

## PROFESSIONAL EXPERIENCE

**State of California - District 18**

**Feb. 2023 - Present**

### **Campaign Strategist & Representative**

- Serve as the elected representative for California Assembly District 18, acting as a liaison between constituents.
- Prepare and present proposals for legislative changes to Assembly members based on the needs and concerns of their constituents in District 18.
- Facilitate constructive dialogue and community engagement by effectively communicating with local government officials, community leaders, and party members.
- Actively participate in district meetings, conventions, and caucuses, advocating for local residents' interests and concerns.
- Collaborate with fellow delegates to influence policies, and endorsements, contributing to decision-making.
- Facilitate constructive dialogue and community engagement by effectively communicating with local government officials, community leaders, and party members.
- Build strong relationships with community members, civic organizations, and local businesses to support the district's initiatives and increase engagement and participation.

**Atlantic Records**

**Sep. 2018 - Oct. 2022**

### **Musical Consultant & Tour DJ**

*Grammy Nominated Artist: Cordae*

- Collaborated as a musical consultant, closely working with the creative team to develop and execute captivating stage shows that resonated with contemporary market trends, catering specifically to Millennials and Gen-Z audiences, resulting in engaging performances and increased fan engagement.
- Conducted in-depth market trend analysis, leveraging insights to craft live performances that deeply resonated with the target demographic, fostering heightened engagement and stronger audience connections, ultimately solidifying the artist's presence in the industry.
- Provided invaluable marketing and promotional support throughout the nationwide tour, contributing to heightened visibility and audience engagement, ultimately enhancing the artist's profile and tour success.
- Successfully established and nurtured pivotal relationships with major performance venues, ensuring seamless tour logistics and expanding the artist's reach to new audiences, thereby achieving greater visibility and success.
- Orchestrated and curated dynamic setlists that elevated live performances, enhancing the artist's stage presence, and ultimately captivating audiences, contributing to the artist's overall success.
- Proudly performed at prestigious music festivals including Coachella, Governors Ball, Lollapalooza, Rolling Loud, and Wireless London, showcasing musical prowess and significantly contributing to the artist's global recognition, ultimately expanding the artist's fanbase and reach.
- Contributed significantly to six (6) nationwide tours and five (5) world tours, demonstrating exceptional dedication, professionalism, and musical talent, which played a pivotal role in the artist's continued success and global impact.

**RCA Records**

**Dec. 2015 - Sep. 2020**

### **Creative Project Manager & Tour DJ**

*Platinum Recording Artist: G-Eazy*

- Acted as a brand ambassador for the artist, representing their image and values in all public and media interactions, and actively promoting their music and events to the target audience.
- Developed comprehensive strategies for album releases, tours, and promotional campaigns, including social media marketing plans to engage and connect with fans and communities.
- Expertly managed relationships with tour participants, fostering a harmonious working environment, and utilized these connections to enhance the artist's and the community affairs initiatives' reach.
- Cultivated and maintained strong relationships with stakeholders across various companies involved in production, ensuring smooth collaborations, and coordinated social media efforts with partner organizations to amplify community engagement.
- Executed social media marketing campaigns, creating and curating content that engaged fans and promoted events, skills transferable to managing online presence for community affairs initiatives.
- Managed soundchecks, transitions, and technical aspects of live shows to guarantee optimal sound quality and performance precision.
- Adapted to evolving musical preferences and audience reactions to enhance each show's energy and impact.

## **PROFESSIONAL EXPERIENCE**

**Young Community Developers (YCD)**

**Aug. 2010 - Dec. 2015**

**Content Manager**

- Developed and implemented a comprehensive content strategy that aligned with the organization's mission and goals, and ensured consistent messaging and branding across all platforms. Spearheaded job readiness training programs with a focus on Computer Literacy, equipping individuals with essential digital skills to thrive in today's workforce.
  - Efficiently served as a dedicated Client Advocate, skillfully managing the progress and success of a caseload exceeding 40 individuals, providing crucial support and guidance to help them achieve their goals.
  - Orchestrated the creation of compelling identity and promotional assets for the organization, enhancing its visibility and impact in the community.
  - Fostered and maintained invaluable relationships with community partners and potential employers, actively engaged with stakeholders to create collaborative opportunities for program participants.
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## **EDUCATION**

**Chico State University**

Bachelor of Arts - Sociology



APPROVED AS TO FORM AND LEGALITY

  
CITY ATTORNEY'S OFFICE

## OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.

INTRODUCED BY MAYOR SHENG THAO

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### RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF EBHODAGHE ESOIMEME TO THE CULTURAL AFFAIRS COMMISSION

**WHEREAS**, Section 601 of the City Charter provides that members of City boards and commissions shall be appointed by the Mayor subject to confirmation by the affirmative vote of five members of the City Council; and

**WHEREAS**, Ordinance No. 11323 C.M.S., amended by Ordinance Nos. 11778 C.M.S. and 13561 C.M.S., establishes the Cultural Affairs Commission as a professionally qualified citizen committee responsible for advising the City regarding all matters affecting arts and cultural development in the City of Oakland; and

**WHEREAS**, Ordinance No. 13561 C.M.S. provides that all terms shall commence on October 1 and end on September 30, and for the initial appointment only, four members shall be appointed for a three-year term, four members shall be appointed for a two-year term, and three members shall be appointed for a one-year term, and thereafter, all appointments shall be for three years; and

**WHEREAS**, Ordinance No. 13561 C.M.S. provides that no person shall be appointed to serve as a member of the Cultural Affairs Commission for more than two consecutive three-year terms plus any initial term of less than two years; and

**WHEREAS**, the Honorable Mayor Sheng Thao has appointed Ebhodaghe Esoimeme to serve on the Cultural Affairs Commission; now therefore, be it,

**RESOLVED:** That pursuant to City Charter section 601, the City Council hereby confirms the Mayor’s appointment of:

**Ebhodaghe Esoimeme**, to serve a three-year term on the Cultural Affairs Commission beginning October 1, 2021 and ending September 30, 2024, filling a vacant seat previously held by J.K. Fowler.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - FIFE, GALLO, JENKINS, KALB, KAPLAN, RAMACHANDRAN, REID, AND  
PRESIDENT FORTUNATO BAS

NOES –

ABSENT –

ABSTENTION –

ATTEST: \_\_\_\_\_

ASHA REED

City Clerk and Clerk of the Council of the  
City of Oakland, California