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**Profile**Genice

First Name

Jacobs

Last Name

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**Pronouns**

She/Her

Email Address

Street Address

City

Suite or Apt

State

Postal Code

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**What City Council district do you live in?**☒ District 4

Primary Phone

Alternate Phone

Guided Tanzania, LLC

Employer

Founder/President

Job Title

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

Commission on Homelessness : Submitted

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**Interests & Experiences**

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

My work over the past twelve years has centered on building cross-sector partnerships to address the root causes of vulnerability in Alameda County—particularly for youth, survivors of trafficking, and those facing housing instability. As a consultant and advocate, I have collaborated with county agencies, community organizations, and survivor-led initiatives to create public awareness campaigns, develop prevention programs, and advance local and state policy. Through my experience working with the Anti-trafficking organizations, the Alameda County Youth Advisory Board on Homelessness, the Alameda County District Attorney's Office, and the International Rescue Committee, I've gained a strong understanding of how systemic issues—poverty, trauma, and lack of stable housing—intersect to perpetuate cycles of exploitation and homelessness. I bring a record of bridging government, nonprofit, and community partners to mobilize resources, amplify marginalized voices, and translate complex policy goals into public engagement. Serving on the Oakland Commission on Homelessness would allow me to contribute this collaborative and solutions-oriented approach toward ensuring that city policies and programs reflect lived experience, promote equity, and strengthen long-term pathways out of homelessness for all Oakland residents.

***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.***

[G\\_resume\\_for\\_Oak\\_Commission\\_on\\_Homelessness.pdf](#)

Upload a Resume

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

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GENICE JACOBS  [onpurposecreative.com](https://www.onpurposecreative.com)  
CONSULTANT | COMMUNITY ADVOCATE | STRATEGIC COMMUNICATIONS LEAD Consultant and creative strategist with a record of mobilizing awareness, resources, and policy action across government, nonprofit, and community sectors. Experienced in campaign production, coalition building, and advancing equity initiatives supporting vulnerable populations.

**EXPERIENCE** CONSULTANT / CAMPAIGN PRODUCER / PUBLIC POLICY Alameda County Emergency Medical Services — “Stop the Bleed” Campaign (2019 - 2023) Developed and led a public-health education campaign promoting community emergency response. Produced the award-winning PSA “Lacey’s Story”, adopted by National Stop the Bleed Day and aired countywide. International Rescue Committee (2018 - 2019) — Created human trafficking training for healthcare and social-services; interim caseworker for foreign-national survivors. Alameda County District Attorney / HEAT Watch (2013 - 2016) Produced a landmark outdoor and digital Protect Oakland Kids campaign to prevent child sex trafficking. Partnered with the DA’s Office and nonprofit MISSEY to secure donated ad placements citywide. Expanded as “Protect LA Kids” and “Protect San Diego Kids,” collectively reaching over 25 million people. Campaigns generated extensive media coverage, fostered public vigilance, aided victim rescues, and raised funds for survivor services. Justice At Last, Journey Out, & MISSEY (Various projects) Video Production, fund development, and training initiatives to expand survivor-centered programming.

**BUSINESS / ENTREPRENEURSHIP** Guided Tanzania Safaris — Principal (2024 - Present) Founded California-based tour company offering wildlife safaris in Tanzania. Profluence Partners — Principal (2000 - 2014) Founded/led staffing firm serving technology startups; advised founders on organizational development and building high-performance tech teams. Clients: Actian, Zyrion, SolveDirect\*, ReedShay Executive Search, Anchor Technologies, Contributor, Sunflower Systems, Applied Biosystems, BARRA, Genesys Telecommunication \*Assisted SolveDirect’s founders from Austria in establishing a U.S. subsidiary and grew the subsidiary from the ground up to acquisition by CISCO Systems. (2009 - 2013) ESG Consulting — Account Manager (1998 - 2000) Built new Bay Area client base generating \$2.3M in annual revenue; clients included United Airlines, Autodesk, Electronic Arts, and Genentech.

**COMMUNITY & LEADERSHIP** Elected Delegate, California Democratic Party (CADEM AD-18: Oakland / Emeryville / Alameda), (Present). CADEM Children’s Caucus leadership. Alameda County Democratic Party Central Committee Representative. Advisor, Alameda County Youth Advisory Board on Homelessness and Oakland Youth Commission Organized City of Oakland hearings on and Youth Experiencing Homelessness (2021), and Commercially Sexually Exploited Children (CSEC) and co-authored resolution establishing Oakland’s CSEC Taskforce (2013) Co-Chair, AC United, Human Trafficking Prevention Education Committee (2014 - 2016) Panelist / Speaker, California School Boards Association — Presented on child sex trafficking prevention (2015-2018) Advocate / Spokesperson, California Against Slavery (2012 - 2014) Spokesperson for Proposition 35 (2012); contributed to drafting and passage of SB 1165 (Sexual Abuse and Trafficking Prevention Education Law, 2014) Social Entrepreneur, Socialite, a solar lighting project of The Cooper Union, (2009 - 2012) Raised funds for solar lighting installations for off-grid villages. Travelled to Ghana to advance the sustainable village-based, pay-as-you-go business model and develop the required infrastructure.

**SELECTED CREATIVE CREDITS** Protect Oakland Kids Campaign — Executive Producer — Trafficking awareness campaign adopted by multiple counties; acknowledged in the U.S. House of Representatives. California’s Forgotten Children Documentary — Associate Producer (2013 - 2018) Six-time award-winning and 12x nominated documentary on child trafficking. Stop the Bleed PSA — Executive Producer — NATAS Award of Distinction, SF ADDY Award. Disrupt Sex Trafficking Campaign — Outdoor campaign adopted by 12 counties. Full portfolio at [OnPurposeCreative.com](https://www.OnPurposeCreative.com)

**EDUCATION** M.A., Advertising — University of Texas at Austin. Thesis on Cause-Related Marketing published in the Journal of Promotion Management. B.S., Marketing — San Diego State University. AIESEC Traineeship — Osaka, Japan. **RECOGNITION** ADDY & NATAS Awards for “Stop the Bleed” (2019) • Ford Freedom Unsung Award (2015) • City of Oakland Local Hero (2015) • Modern Day Abolitionist Award (2014)

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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 \*

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onpurposecreative.com

### CONSULTANT | COMMUNITY ADVOCATE | STRATEGIC COMMUNICATIONS LEAD

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### EXPERIENCE

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