
Profile

Salim

First Name

Shariff

Last Name

Pronouns

Email Address

Street Address

City

Suite or Apt

State

Postal Code

What City Council district do you live in?

☒ District 1

Primary Phone

Alternate Phone

Self Employed - Radicle
Digital

Employer

Founder & CEO

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.

I've committed my entire adult life to progressive politics and outcomes, and made Oakland my forever home in 2022. As a father raising two young children in Oakland, I am deeply invested in the cultural vitality, equity, and future of this city. I am writing to express my enthusiastic interest in serving on the Oakland Cultural Affairs Commission. I bring nearly 15 years of experience supporting progressive organizations, nonprofits, and grassroots movements. Radicle Digital, my firm, is focused on equity, cultural storytelling, and civic participation—values that directly align with Oakland's Cultural Development Plan and its vision that centers belonging. My experience advising campaigns that elevate marginalized voices—especially across immigrant, Black, and API communities—has deepened my commitment to self-determined cultural expression and equitable access to public space and funding. As a strategist, I understand how to build capacity in under-resourced communities by leveraging digital platforms to engage people in civic life. As a parent, I care deeply about creating neighborhood-based resources that help families—especially young people—see themselves reflected in the cultural landscape of Oakland. I also bring a collaborative, systems-oriented mindset that is critical for working across departments and communities. Oakland is a city where culture lives everywhere—in murals, dance studios, bookstores, parks, and mosques. I would be honored to help invest in helping that ecosystem thrive as a Cultural Affairs Commissioner. Thank you for your consideration. Salim Shariff

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.

[Salim Shariff 1pg Resume.pdf](#)

Upload a Resume

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

Please click the acknowledgement below.

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.

☒ I Agree *

Radicle Digital – Founder & CEO (present)

As a digital communications specialist, I work on coaching, capacity building, strategic planning and execution for organizations like Reproductive Freedom For All, Black Lives Matters, and March for Our Lives

Contest Every Race – Executive Director (2022-2023)

- Led a team of 19 (9 in a union) to contact millions of progressives to recruit +71,000 potential candidates against otherwise uncontested Republicans, send 15M texts, grant \$350,000+ to local Dem parties, and knock +200k doors in 25+ states with an annual budget of \$3.2M
- Led donor engagement; drove multiple six figure contributions towards an overall \$2.5M raise
- Hired 5 new staff, oversaw 4 performance improvement plans and two severances for staff hired prior to me; instituted best practices from the Management Center to improve team culture & cohesion
- Closed +12 state & national partners to run the CER Program through their brand, generating ~\$250K
- Went on and off the record with a number of national reporters at Axios, the NYT, and other outlets

Made to Save, an initiative of Civic Nation – VP of Digital & Communications (2021-2022)

Oversaw digital & comms for an 18 month, \$17M national grassroots campaign focused on increasing access and trust of the COVID-19 vaccines in communities of color; managed a team of 13 content, organizing, and communications staff, raised \$750K in grants, and won 4 Shorty Awards. Our team generated +300M digital impressions, +30M video views, +500K site visits, 75+ advisories, 40+ placed clips; contacted +5M people, generated +700K conversations, & trained +7K people on effective persuasion conversations

50+1 Strategies – Vice President (2019-2021)

Hired a team of 9 who ran digital programs for +20 clients—including the ACLU, Cory Booker 2020, & Movement for Black Lives—generating +\$1.5M in revenue. Oversaw +4.75M total ad spend which served +320M impressions & recruited +400K email subscribers. Drove +30K volunteer shifts & 15M P2P texts

Other relevant experience:

- **Crowdpac-Engagement & Marketing Director (2016-2018)** Managed a team of 3 to market product & help users like Arnold Schwarzenegger & Ady Barkan fundraise +\$5M for progressive causes
- **Freelance Digital Communications Consultant (Since 2017)** Worked with 15+ clients, including Black Lives Matter, President Biden's PAC (2018), Decolonizing Wealth Project, and MobilizeAmerica
- **Hillary for America-State Digital Director (2015-2016)** Managed 15 staff & full time volunteers in OH, drove 52K+ volunteer shifts through online organizing and 310K+ total online signups
- **Airbnb-Director of NY Digital Engagement (2014-2015)** Managed a team of 6 to activate +10K Airbnb hosts to lobby the NYC Council in favor of home sharing and Airbnb's policy objectives
- **Braley for Senate-Digital Director (2014)** Raised nearly \$2M online & recruited +3K volunteers
- **US Dept. of Health & Human Services-Digital Advisor (2013-2014)** Managed all digital communication for HealthCare.gov, including crisis comms and \$650K in digital ads budget & vendors
- **Obama for America-Digital Organizer, promoted Ohio Deputy Digital Director (2011-2012)**
- **Volunteer work:** I serve on the boards of [Spread the Vote](#) (secretary) and [Farming Hope](#) (chair), and regularly train for the National Democratic Training Committee, Center for Digital Strategy, and Arena

SKILLS: Excellent written & verbal communicator, proficient in HTML, CSS, Adobe Design Suite/Canva, video editing, photography, most CMS & CRM tools, SEO, most digital advertising platforms, digital advocacy and organizing tools, and online fundraising. +10 years of management & team building experience

Profile

Joti

First Name

Singh

Last Name

Pronouns

she/her

Email Address

Street Address

City

Suite or Apt

State

Postal Code

What City Council district do you live in?

☒ District 5

Primary Phone

Alternate Phone

Duniya Dance and Drum
Company (self)

Employer

Founding Artistic Director

Job Title

Which Boards would you like to apply for?

Cultural Affairs Commission: Submitted

Interests & Experiences

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I am a choreographer, cultural organizer, educator, and community historian. I work at the intersections of traditional and contemporary forms, using dance and performance to tell stories of resistance, resilience, and solidarity—particularly within Punjabi/Sikh and South Asian communities, while also advocating for and supporting artists from other diasporas, including Guinean immigrant artists in the Bay Area. My artistic practice is rooted in cultural advocacy and movement traditions such as Bhangra and other Punjabi folk forms, Bollywood, and West African dance from Guinea. These forms are not simply aesthetic tools—they are vessels of memory, protest, and belonging. As the Founding Artistic Director of Duniya Dance and Drum Company, I have spent over 15 years building a platform for cross-cultural performance and education that centers historically marginalized voices. I co-direct Duniya with my partner Bongo Sidibe, a master drummer and vocalist from Guinea. While Bongo and other Guinean artists in our circle lead the cultural and artistic expression of their own communities, I focus on providing structural support—through fundraising, mentorship, production, and administration—so they can thrive artistically and economically. My role is to advocate for equity in funding, access to space, and long-term investment in immigrant artists who are often excluded from mainstream arts infrastructure. My commitment to this work is not occasional or project-based—it is lifelong and consistent. For over two decades, I have created, taught, and performed across the Bay Area and internationally. I taught for over a decade at Dance Mission Theater and founded the World Dance Program at Ruth Asawa San Francisco School of the Arts, where I served as Director from 2016–2020. My teaching has extended into public schools, hospitals, and community settings—from SF General Hospital to SFUSD's SF Loves Learning series—and I continue to guest teach at universities like Stanford, UC Berkeley, UCSF and UC Irvine. Since moving to Oakland in 2022, I have worked in several OUSD schools and was an Artist in Residence at the Eastside Cultural Center. I am also a mother of two, and my role as a parent deeply informs my artistic and advocacy practices. I work to create conditions where parent-artists and caregivers are supported, and where children of color can see their cultures, histories, and futures represented in powerful, joyful ways. Whether I'm developing full-length productions, co-organizing community festivals, mentoring immigrant artists, or creating work rooted in ancestral memory, my practice is grounded in the belief that art is a tool for liberation, cultural survival, and collective healing. I do not separate my art from my activism or community-building—they are interwoven, sustained, and in constant dialogue with the people and places I serve.

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[Updated CV Joti_9_25.pdf](#)

Upload a Resume

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Joti Singh, Choreographer



Founding Artistic Director of Duniya Dance and Drum Company for 15 years. Specializing in Bhangra and Bollywood dances from South Asia and West African dance from Guinea.

TEACHING HIGHLIGHTS

World Dance Program, Ruth Asawa San Francisco School of the Arts
San Francisco, CA
Founder/Director | 2016-2020
Artist in Residence | 2020-present

Dance Mission
San Francisco, CA
Bhangra Instructor | 2010-2022

Various Universities
Sonoma State, University of San Francisco, UCSF, Cal State Hayward, SF State, UC Berkeley, UC Irvine, Stanford
Guest Instructor | 2012-present

SF Loves Learning – TV Show with SF Ballet/SFUSD Workshops
San Francisco, CA
Dance Teacher/Content Producer | 2020-2022

Various Workshops
| Bangkok, Thailand; Beirut, Lebanon; Portland, OR; Delhi, India
Guest Teacher | 2016-2022

San Francisco General Hospital
San Francisco, CA
Bollywood Instructor | 2012-2018

SELECT GRANTS & FELLOWSHIPS

2025 | Grassroots Artists Advocacy Program Fellow

2025 | Awardee, New England Foundation for the Arts National Dance Project award

2024 | Gerbode Special Award in Dance

2024, 2025 | Finalist, New England Foundation for the Arts National Dance Project award

2022-2023 | SF Grants for the Arts Festival; Haas Foundation, California Arts Council Impact Project, Zellerbach Foundation, ACTA Sankofa

2021 | Kenneth Rainin Foundation Arts Award, Alliance for California Traditional Artists Apprenticeship with Master Dholi Lal Singh Bhatti

PRODUCTION/CHOREOGRAPHY HIGHLIGHTS

Ghadar Geet: Blood and Ink	Choreographer	Oakland, CA	Spring 2026
Raices et Résistance	Producing Director/ Dancer /Tour Coordinator	Dance Mission Theater SF/National tour	Fall 2024-Present
TAMASHA Festival / Stanford Live	Choreographer	Bing Concert Hall	July 12 2025
Live Arts in Resistance Artist in Residence	Choreographer	Eastside Arts Alliance Center, Oakland	Jan-Apr 2025
African Arts Festival	Producer/ Co-Presenter	Yerba Buena Gardens Festival, SF	September 2024
excerpts of "Half and Halves: A Dance Exploration of the Punjabi-Mexican Communities of California"	Co-Director	Eiteljorg Museum, Indianapolis, IN	July 13, 2024
Dalit Dreamlands, anti-caste performance	Choreographer	Oakland, CA	April 6 2024
Malcolm X Jazz Festival	Choreographer	Oakland, CA	May 18 2024
Edge on the Square Festival	Choreographer	Chinatown, SF	2023
Asian Americans for Civil Rights and Equality	Choreographer	Crissy Field, SF	2023
Cuba to Guinea, work in progress showing	Assistant Choreographer, Dancer	Dance Mission Theater, SF	2023
<i>Ghadar Geet: Blood and Ink Work in Progress</i>	Director / Choreographer	Dance Mission Theater, SF Yerba Buena Gardens Festival SF/ Excerpts: Asian Art Museum SF, Life is Living Festival Oakland, Philadelphia Historical Society, UCLA, CounterPULSE SF	2023, 2022, 2019, 2018, 2015
Worldmaking through Embodiment	Lecturer/Guest Instructor	UC Irvine	2023
<i>Half and Halves: A Dance Exploration of the Punjabi-Mexican Communities of California</i>	Co-Director, Choreographer, Dancer	Angel Island, Smithsonian Museum of American History, Washington DC JCC SF, Brava Theater SF, Fresno, CA	2023, 2018, 2015, 2010
African Arts Festival	Producer/Presenter	McLaren Park, SF	2022, 2019, 2016, 2013
Liberation Academy	Co-Director	Series of online workshops	2022