

# **Chamille Weddington**

**Director of Marketing & Promotions at Out the Box Promotions**

Chicago, IL, US

Educator, Marketing Strategist & Social Entrepreneur who enjoys analyzing and discussing unique and unexpected products and entities.

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## **Biography**

Chamille Weddington is founder of Out the Box Promotions, a promotions consulting agency that specializes in promotion conceptualization, management and execution. With 19 years of experience in marketing for entertainment and consumer promotions, Chamille was previously an account manager for local and worldwide advertising agencies where she managed corporate accounts. Some clients included Discover Card, State Farm Insurance, McDonald's, Oldsmobile, ShoreBank and Ralston Purina. She is co-founder of LifeVine Works, a youth targeted non-profit that utilizes the arts and sciences as learning vehicles. She is an instructor at Columbia College in Chicago where she teaches Entertainment Marketing, Performing Arts Management for Special Events and Writing for Managers in the college's Art, Entertainment & Media Management Department. She is also the Chicago Budget Nightlife Writer for [www.Examiner.com](http://www.Examiner.com). She is an amateur gardener and considers herself a master at brainstorming new concepts. She's also a proud survivor of corporate downsizing.

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## **Availability**

Moderator, Panelist, Workshop, Host/MC

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## **Industry Expertise**

Events Services, Non-Profit/Charitable, Advertising/Marketing, Public Relations and Communications, Professional Training and Coaching, Business Services

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## **Areas of Expertise**

Arts Education, Experiential Learning, Product Positioning, Small Business Growth, New Product Promotion, Special Events, Effective Promotion Marketing, Small Business Marketing

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## **Affiliations**

Illinois Educators Association

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## **Sample Talks**

## **"They Sold What?! ? Creating Consumer Value & Competitive Differentiation for Art & Entertainment Products"**

This talk examines the surprising success of products that many would have labeled "unsellable". In a lively analysis of consumer purchases - from consumable goods to entertainment icons, this humorous discussion examines how consumer behavior and the use of new technology and distribution opportunities create avenues for the successful positioning and consumption of products.

## **?Using the Arts To Engage Youth in Learning?**

This discussion focuses on using the creative and performing arts to communicate hard and soft skills to youth.

## **?Self Currency: Tapping Into Your Natural Skills to Build Affluence?**

This self improvement talk serves to identify opportunities to build personal and financial success by looking below the surface at the individual's best assets.

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## **Education**

**Columbia College Chicago**

Master of Arts Promotion Marketing

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## **Accomplishments**

### **Formed Non-Profit Organization, LifeVine Works**

Chicago-based organization that provides youth education in the arts and sciences: Theatre, African percussion and dance, sound engineering and horticulture. [www.lifevineworks.org](http://www.lifevineworks.org)

### **Municipal Contract with City of Chicago's After School Matters Program - 2010 & 2011**

Received a second contract with the City of Chicago to provide advanced year-round arts education via my non-profit organization LifeVine Works, to inner-city high school students.

### **Recipient of Professional Development Grant ? Columbia College : 2011 & 2008**

Grants received from Columbia College Chicago's Center for Teaching Excellence. Is awarded to faculty members in order to support their creative and scholarly endeavors.

### **Columbia College Spotlight: Instructor Profile**

You can view my profile as highlighted on the Columbia College Chicago website:

<http://www.colum.edu/Academics/AEMM/students/profiles/Chamille%20Weddington.php>

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[Please click here to view the full profile.](#)

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