



Shellie Whitfield



Shellie Whitfield is the executive director of the Wetumpka Area Chamber of Commerce and has over two decades of experience in marketing, organizational management, and art education. Having built her career in large-practice management and art education across the country, she has been engaged in training and development, multi-level marketing, event coordinating, business networking, and elevating communities through the arts. With a heart for non-profit work, Whitfield believes building selfless relationships is the key to creating a prosperous community.

Since relocating to Alabama, Whitfield has implemented an elementary art education program in the Elmore County school district serving over 1,400 students and opened the award-winning Big Fish Art Studio in historic downtown Wetumpka. Since taking over the once stagnant Chamber, her “help me-help you” approach has turned the floundering organization into a positive force in the community’s revitalization. Most recently, Whitfield was afforded the opportunity to work with RTR media for the production of HGTV’s Home Town Takeover. She enjoys public speaking and helping other communities in their revitalization efforts.

Whitfield is an active member of both Main Street Wetumpka and The Kelly Fitzpatrick Memorial Gallery. She serves as a member of the Downtown Redevelopment Board, as well as the Elmore County Economic Development Board. Her hobbies include artistic expression, gourmet cooking, travel, and mentoring families through adoption. Whitfield is proud to call Wetumpka, Alabama, her home and is beyond passionate about her community. She and her children reside in the landmark “Big Fish House” in downtown Wetumpka that was the set for Tim Burton’s movie “Big Fish” and was recently shown on HGTV.

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