

Matt Headley

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PROFESSIONAL SUMMARY

Community leader, active farmers market vendor, and musician with 15+ years of experience managing operations, volunteer coordination, public outreach, and event and music programming. Deep roots in Anniston and Calhoun County with established vendor, civic, and performer relationships. Experienced working independently, exercising sound judgment, and managing staff, budgets, records, and public-facing programs in service of community economic development and downtown vitality.

EXPERIENCE

Co-Founder & Operator

2022–2025

Headley Flower Farm — Anniston, AL

- Active vendor at local farmers markets; direct experience with site setup and tear-down, vendor logistics, fee structures, and customer engagement
- Coordinate seasonal special events, customer outreach, and partnerships with local businesses and community organizations
- Manage digital promotion, social media, and community visibility to increase market attendance and vendor participation
- Researched and applied for USDA NRCS High Tunnel System grant; maintained financial records, vendor documentation, and compliance requirements

Associate Pastor & Music Director

2021–2025

Anniston First United Methodist Church — Anniston, AL

- Supervised and coordinated volunteers across programs, seasonal special events, and large public productions; ensured safe, orderly, and welcoming environments
- Managed scheduling, budgets, and organizational communications; prepared reports and recommendations for leadership
- Researched and wrote grant proposals and funding requests; managed compliance and reporting requirements for awarded funds
- Produced digital content and managed social media to promote programs and grow community engagement
- Led public outreach initiatives and community partnerships across Calhoun County
- Addressed and resolved concerns from staff, volunteers, and community members professionally and in a timely manner

Pastor

2014–2021

Weaver First United Methodist Church — Weaver, AL

- Managed community special events, outreach programs, and organizational operations; supervised staff and volunteers in compliance with organizational policies

- Maintained records, financial documentation, and community communications; prepared regular reports for denominational leadership
- Produced digital content and managed social media to promote programs and grow community engagement
- Built interfaith and civic partnerships across Calhoun County

Associate Pastor & Worship Arts Director

2012–2014

First Baptist Church — Muncie, IN

- Directed multi-team worship arts programming and supervised staff and community volunteers
- Ordained in American Baptist Churches USA during tenure

Muncie High School Director

2011–2014 (concurrent)

Youth for Christ — Muncie, IN

- Led youth programming, events, and community outreach in an urban parachurch context; part of a 7-person staff
- Built multi-denominational community partnerships and managed public-facing programs serving Muncie High School students

EDUCATION

Northern Seminary — Master of Divinity (Theology & Urban Ministry)

Jacksonville State University — B.A., Music | Minor: Drama & Theatre

CORE COMPETENCIES

Farmers Market & Vendor Operations · Site Setup & Tear-Down · Vendor Compliance, Permits & Licensing · Staff & Volunteer Supervision · Special Events & Music Programming · Community Outreach & Partnerships · Downtown Economic Development · Small Business Support & Training · Grant Research & Writing · Records Management & Financial Documentation · Data Collection & Reporting · Public Communication · Digital Content & Social Media

COMMUNITY INVOLVEMENT

- Invited facilitator, **GETUP Anniston** small business training program (Main Street Anniston) — small business marketing and digital presence
- Author, *Southern Legends* — profiles of Northeast Alabama small businesses and community figures (southernlegends.blog); writer for *Foothills Magazine* (forthcoming summer 2026) and syndicated in *Calhoun County Journal*
- Featured in *The Anniston Star* and *Foothills Magazine* for community engagement and local agriculture
- Speaker, Anniston Kiwanis Club; performer, *A Christmas Story: The Musical* (CAST Community Theatre, 2024)