

EREN MERRIWEATHER

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Data • Community Engagement • Communications • Storytelling

PROFESSIONAL SUMMARY

Community-driven development professional who turns data into action and stories into engagement. At The Salvation Army Greater Birmingham, I secured **\$3.1M in giving in under a year**, lead the infrastructure behind the Angel Tree campaign, and build data tools that steer partnership strategy. Experienced partnering with the City of Birmingham, with a track record of launching new systems, partnerships, and ventures from scratch. A Bessemer resident committed to safer, stronger neighborhoods across the Birmingham metro.

CORE COMPETENCIES

Data & Analysis: Excel, Power BI, weighted scoring models, revenue forecasting, attendance tracking

Communications & Storytelling: social media, web copy, email campaigns, influencer partnerships

Community Engagement: volunteer recruitment, bilingual (Spanish/English) outreach, faith, campus & civic partnerships

Leadership: hiring, training & performance reviews, multi-stakeholder campaigns, systems migration

PROFESSIONAL EXPERIENCE

Development Coordinator | *The Salvation Army Greater Birmingham Area Command*

Present

Fundraising & Data

- **Secured \$3.1M in giving in under one year** by leading board member and major donor solicitation.
- **Built revenue forecasts and giving projections** ahead of special appeals to guide campaign planning.
- **Designed a 106-organization corporate prospect database** with a weighted scoring model in Excel and Power BI to prioritize Angel Tree and Red Kettle outreach.
- **Created a master tracking system** consolidating registration shift data into one source of truth for real-time staffing decisions.

Community Engagement & Partnerships

- **Lead Angel Tree campaign infrastructure:** registration, volunteer, and distribution systems for a multi-site program serving Birmingham and Bessemer families.
- **Built a cross-sector partner network** of universities (Miles College, Samford, Lawson State, UAB Athletics, UAB S.A.L.S.A.), faith communities (Sixth Avenue Baptist Church), and service partners (Firehouse Ministries, Cooper Green).
- **Secured corporate volunteer partners** including VIVA Health and returning partner Vulcan Materials; prioritized bilingual Spanish/English recruitment.
- **Partnered with the City of Birmingham** on a workshop series at the Center of Hope, promoting no-cost workforce certifications (CDL, CBCS, CCMA).

Communications & Storytelling

- **Led communications for a volunteer platform migration**, moving volunteers from Better Impact to the Southern Territory system.
- **Initiated a local influencer partnership** with Birmingham creator LHUT, centering Angel Tree stories and negotiating terms.
- **Produce donor communications, web copy, and social media** that drive volunteer sign-ups, giving, and program enrollment.

Executive Assistant | *Regions Bank*

- **Hired, trained, and evaluated team members**, selecting new hires, leading staff training, and conducting formal performance reviews.

Guest Experience Specialist | *Evolve Vacation Home Rentals*

- **Developed team talent** by selecting and hiring new team members, training staff, and conducting formal performance reviews.

ENTREPRENEURIAL & COMMUNITY LEADERSHIP

Founder | *FamilyConnect AL*

In Development

- Building a statewide childcare-finder platform with Emergent Labs to help Alabama families locate care.

Author | *Purpose in Progress (as E.J. Weathers)*

Forthcoming

- Preparing the book for self-publication on Amazon KDP, managing formatting, metadata, and launch planning.

Community Storyteller | *Slossfield Campus Restoration*

- Wrote social campaigns on the historic Slossfield Maternity Center restoration and Christ Health Center's free healthcare mission.

EDUCATION

Bachelor of Arts, Business Administration | *Southern New Hampshire University*