



Portfolio

Brensey Thompson

Director of Marketing & Communications





Brensey Thompson

I am a results-driven marketing and communications leader with a passion for community impact. Currently serving as the Director of Marketing and Communications at Metropolitan Ministries in Tampa, Florida, I have been afforded the opportunity to help advance the organization's mission to support low-income and homeless individuals. I began my tenure at Metropolitan Ministries as the Associate Director of Marketing and Communications and was promoted to my current role within two years.

With a background in both digital and traditional marketing and communications, I have successfully developed strategic initiatives that have enhanced donor engagement and elevated brand awareness for mission-focused organizations. My experience encompasses public speaking, leadership, fundraising, storytelling, community relations and public relations. My background includes developing integrated marketing campaigns and leveraging digital platforms to amplify organizational impact.

Beyond my professional pursuits, I am a dedicated mother who cherishes time with my children and family. I have adeptly balanced education, career and parenthood, demonstrating resilience, determination and a strong work ethic. I enjoy outdoor activities and love embracing new experiences. Rooted in my faith, I am committed to helping others, serving as a friend, motivator and encourager to those around me.

I would welcome the opportunity to discuss how my skills and experience align with your needs. Thank you for your time and consideration—I look forward to the possibility of contributing to your incredible work.



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*****If you wish to see any of my further work, please don't hesitate to reach out and let me know.**

Highlights

- Earned over 10k media mentions in the past four years
 - TV, radio and online publications
- Conducted media interviews
- Coordinated media interviews with leadership & other staff
- Increased visibility and credibility of Metro's mission in local and national media
- Provided relevant information on subject matter
- Created press releases & media advisories
 - Crisis messaging, events, human stories,

Strategy

- Built strong relationships with media contacts
- Ensured media list is consistently reviewed & updated
- Stayed abreast of trending topics
- Crafted press release, and pitched compelling human-interest stories
- Storytelling! Storytelling! Storytelling!

Metropolitan Ministries' Holiday Tent preparing for influx of families impacted by hurricanes

By Kristin Bowen | Updated November 13, 2022 2:04pm EST | Give Story | FOX 13 News |

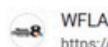


Tampa Bay-area nonprofits need volunteers as donations are down this holiday season

Metropolitan Ministries said the biggest challenge this holiday season is the lack of donors. Officials reported donations are down 31 percent this year.



Tampa Bay organizations provide hot meals to those in need on Thanksgiving



WFLA

<https://www.wfla.com/news/hillsborough-county>

Metropolitan Ministries sees higher need than ever before

Dec 11, 2022 — "We're seeing people come to the tent who have never needed help before," said Associate Director of Marketing and Communications Breney ...



Bay News 9

<https://baynews9.com/tampa/news/2024/11/26/m...>

Metropolitan Ministries in need of holiday help

Nov 27, 2024 — ... Breney Thompson, the organization's marketing and communications director. Metropolitan Ministries had planned to help 30,000 families with ...



ABC Action News

<https://www.abcactionnews.com/region-hillsborough>

Tampa Bay organizations provide hot meals to those in ...

Nov 23, 2023 — Breney Thompson, the Director of Marketing for Metropolitan Ministries, said they've seen an increase in need this year. "I think we take for ...



AOL.com

<https://www.aol.com/godiva-steps-help-metropolitan-...>

Godiva steps in to help Metropolitan Ministries during ...

2 days ago — ... Breney Thompson, director at Metro Ministries, said. For Brenda Gonzales, who lost her job and a survived both hurricanes, this help is ...

Walgreens and Metropolitan Ministries team up for Backpacks of Hope school supplies drive to benefit Blue Star Families

Tampa, July 11, 2024 – Metropolitan Ministries is thrilled to announce its partnership with Walgreens for the Backpacks of Hope School Supplies Drive, aimed at supporting local children in need as they head back to school.

From now through August 1, 88 participating Walgreens stores across Hillsborough and Pinellas counties will be collecting essential school supplies to benefit children in need. Metropolitan Ministries serves as a trusted conduit, ensuring that donated supplies reach the families and children who need them most through a targeted approach.

This year's drive will primarily support Blue Star Families Tampa Chapter, benefiting military families stationed at MacDill Air Force Base and local Coast Guard Stations. Blue Star Families, founded by military spouses in 2009, is dedicated to empowering military families to thrive as they serve. They strengthen military families by connecting them with neighbors – individuals and organizations – to create vibrant communities of mutual support.

"We are so grateful to Metropolitan Ministries and Walgreens in spearheading this back-to-school drive and doing their part to help military families! These generous donations will help the Blue Star Families Tampa Chapter to support several back-to-school events at MacDill Air Force Base," said Suzy Malloy, Executive Director, Blue Star Families Tampa Chapter.

Metropolitan Ministries has a longstanding commitment to Blue Star Families, having previously provided holiday assistance to ensure military families received food boxes and other essential resources. Currently, the most needed items for the school supplies drive include backpacks and notebooks.

*****Please note** that backpacks are not sold at Walgreens stores but can be dropped off at participating Walgreens locations.

How to Participate:

- Stop by any of the participating Walgreens stores.
- Purchase items from our school supplies list.
- Place the purchased items in the blue barrels next to the register.

Link to comprehensive list of needed supplies and participating Walgreens locations

MEDIA CONTACT

Brensey Thompson-Hurst
Director of Marketing & Communications
Brensey.Thompson-Hurst@metromin.org
Call/Text: 615-801-3111

About Metropolitan Ministries

Founded 52 years ago as a local, independent nonprofit, we provide hunger relief, emergency shelter, residential programs, education and job training, family support services, affordable housing, mobile outreach, and an array of comprehensive services that alleviate suffering, promote dignity, and instill self-sufficiency for at-risk, struggling, and homeless individuals, families, and children in the Tampa Bay region. Locations in Hillsborough, Pasco, and Pinellas Counties. Metro's services touch and change the lives of more than 90,000 individuals and families, as well as 157,000 children each year. Learn more at www.metromin.org.

Metropolitan Ministries expands services in Pinellas County through collaboration with Homeless Empowerment Program (HEP)

WHAT

Metropolitan Ministries is doing more in Pinellas County by partnering with the Homeless Empowerment (HEP) program through Metro's NeighborHOPE Project, expanding services to the 33755 zip code area. This strategic partnership aims to enhance support for individuals and families experiencing homelessness or facing housing insecurity in that area. Through collective resources and expertise, Metropolitan Ministries and HEP will amplify their impact and effectively address the complex needs of the community. Metro's NeighborHOPE Project will offer services that include housing navigation, case management support, food, financial assistance with utilities and rent, and other essential services. The NeighborHOPE Pinellas team will have an outreach location at HEP's main headquarters in Clearwater.

This newly established partnership between Metropolitan Ministries and HEP's North Greenwood Adult Education and Workforce Development Center will allow for expanded service delivery, beyond the current services offered, in one location alongside enhanced community outreach efforts to expedite resident needs in our community.

WHEN, WHERE & WHO

Friday, February 16, 11AM (Collaborative Launch Ceremony)

Join us as we share details about this impactful collaboration with the community and partners.

Homeless Empowerment Program
1120 N Betty Ln, Clearwater, FL 33755

Christine Long, Executive Vice President and Chief Programs Officer - Metro Ministries

Ashley Lowery, President & CEO – Homeless Empowerment Program

Zak White, Executive Vice President – Homeless Empowerment Program

JaLem Robinson, Director of Community Collaboration - Metro Ministries

Lauren Smith, Associate Director of Community Collaboration and Team – Metro Ministries

Interviews and Tours Available.

MEDIA CONTACT: Justine Burke, VP Marketing & Communications

Call/Text: (813) 390.3217 | justine.burke@metromin.org

THE NEIGHBORHOPE PROJECT: The NeighborHOPE Project aims to transform high-need communities in eight zip codes and three counties in the Tampa Bay area by providing financial assistance with utilities and rent, case management support, food and clothing assistance, family development workshops, and more. These efforts are accomplished through investment in resources, services, collaboration, and capacity building.

Giving Tuesday Campaign

Highlights

- Generated over \$300k in online revenue in one day of fundraising (an 11% increase over previous year)

Strategy

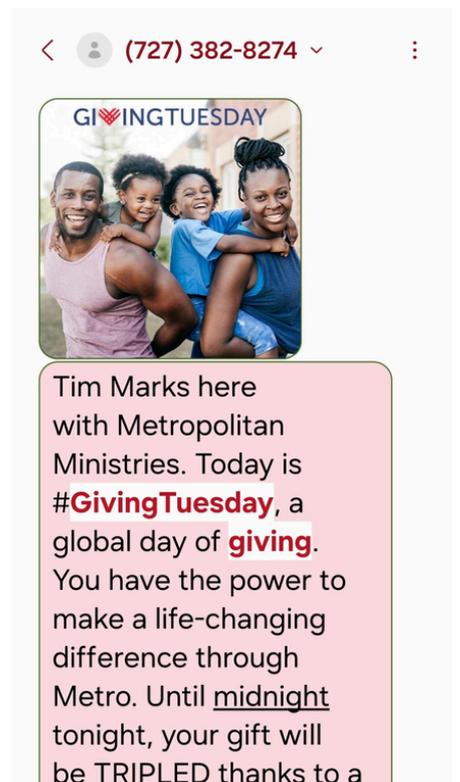
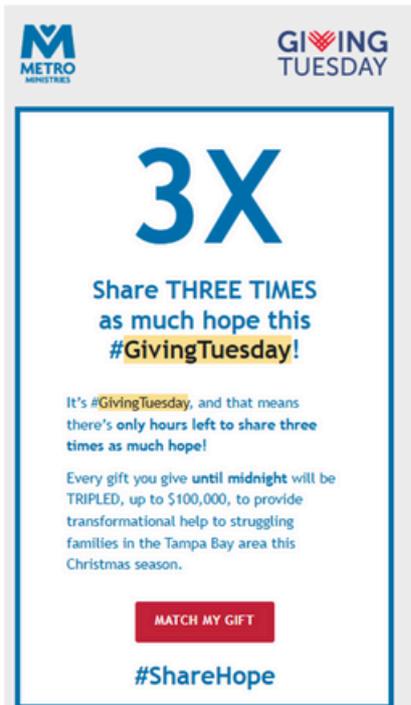
- Ran strong digital, paid ads, text and email marketing campaign
- Supported paid campaigns with organic social media content
- Secured exclusive media coverage through relationship cultivation



Tampa Bay area nonprofits share how you can help this Giving Tuesday



HILLSBOROUGH COUNTY, Fla. — The Tuesday after Thanksgiving marks Giving Tuesday, a day of generosity where people often give back to their favorite charities or non-profits.



Crisis Communication

Highlights

- Secured media coverage to boost donations during the summer slump when giving typically declines.
- Mobilized the community to support our mission, leading to increased donations of money and food to aid fundraising efforts

Strategy

- Ran strong digital, paid ads, text and email marketing campaign
- Supported paid campaigns with the creation of organic social media content
- Secured media coverage through relationship cultivation
- Showed strong visuals to provoke emotion through storytelling

Media Alert
July 22, 2022



Metropolitan Ministries is critically low on food

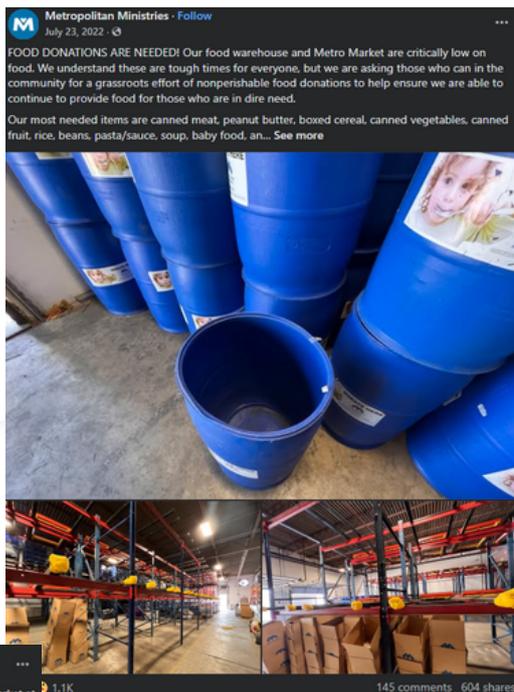
Get Help Ways to Give Our Work About Us Blog

Metropolitan Ministries Running Low on Food, Seeking Donations

Jul 27, 2022

PRESS

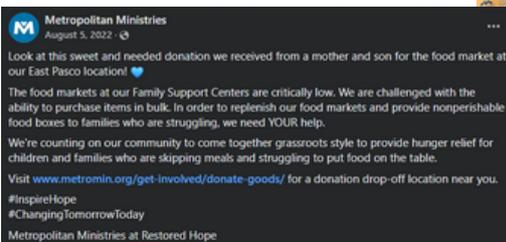
TAMPA, Fla. — Local food warehouse Metropolitan Ministries is currently running critically low on food supplies and donations.



URGENT: FOOD DONATIONS ARE STILL NE

Our food warehouse and Metro Markets are critically supply and demand challenges. We understand these everyone, but we are asking those who can in the cor together for a grassroots effort of nonperishable food ensure we are able to continue to provide food for th need. Our most needed items are canned meat, boxe vegetables, canned fruit, rice, beans, pasta/sauce, soi formula. [Find a drop-off location near you or donate. metromin.org.](https://www.metromin.org)

reddit



Bay News 9
[https://baynews9.com > community > 2022/07/22 > met...](https://baynews9.com/community/2022/07/22/metro...)

Metro Ministries: Food warehouse nearly empty

Jul 22, 2022 — Metropolitan Ministries' food warehouse is "critically low" and may soon go empty without help from the community.

WFLA
[https://www.wfla.com > news > local-news > metropolit...](https://www.wfla.com/news/local-news/metropolit...)

Metropolitan Ministries critically low on food, seeking donations

The most needed items are canned meat, peanut butter, boxed cereal, canned fruit and vegetables, rice beans, pasta and sauce, soup, baby food and formula.

Brand Awareness

Highlights

- Successfully supported and helped lead a brand refresh, including a new logo, to strengthen brand identity and engagement within the community, donors, volunteers, and stakeholders

Strategy

- Maintained open communication with internal and external audiences to ensure awareness of the transition
- Distributed the updated logo to staff, partners, and media, ensuring consistency across all platforms
- Reassured the community that while the look has evolved, the mission remains unchanged, addressing any concerns about potential changes
- Developed and implemented a strategic rollout plan for the new logo to ensure a smooth transition

SHIFTING OUR PERSONA

Let's prepare Metro for the modern world by reintroducing ourselves as a brand that continues to feel good to interact with. Let's lean in on our successes and use positivity as our platform.

The banner features two images of children. The left image shows the old logo, 'METROPOLITAN MINISTRIES', with a blue square background. The right image shows the new logo, 'METRO MINISTRIES', with a blue square background. A blue arrow points from the old logo to the new one.

Get Help **Ways to Give** **Our Work** **About Us** **Blog** **DONATE**

Your gift DOUBLES to feed hungry families this Easter!

Give now to make the most of a \$50,000 Easter match! You can share hope and Easter meals with twice as many Tampa Bay-area neighbors.

DOUBLE MY GIFT **GIVE MONTHLY**

metromin.org Follow Message ...

2,230 posts 6,118 followers 867 following

MetroMin
Nonprofit organization
Helping homeless & those at risk
Alleviating suffering
Promoting dignity
Instilling self-sufficiency
Tag us! @metromin.org
Call involved! linkin.bio/metromin.org

Holiday2022 Volunteering 3,000 meals #MetroBigs... #Sunape

POSTS REELS TAGGED

A collage of images including the old 'Metropolitan Ministries' logo, the new 'METRO MINISTRIES' logo, and photos of smiling children.

Highlights

- Developed and executed marketing strategies while leading the marketing team to support annual fundraising events, driving revenue from \$100K to over \$1 million
- Successfully led and supported fundraising events that yield high attendance and inspire donor contributions
- Managed the creation and execution of all event marketing materials, including invitations, targeted emails, organic social media content, audio/visual production, storytelling elements, event programs, donation pages and post-event engagement strategies

Strategy

- Ensured all digital materials align with the organization's brand, maintain consistency across platforms, and are free of errors
- Oversaw content production to create compelling and emotionally engaging materials that inspire audience connection and encourage donations
- Participated in event debriefs to analyze feedback and refine strategies for future event success



Creative Leadership & Direction

Highlights

- Ability to conceptualize innovative ideas and translate them into tangible designs
- Collaborated with graphic designers to provide creative input and innovative ideas, enhancing the overall design quality and ensuring a polished final product.

Strategy

- Clearly communicated creative concepts to team members
- Worked effectively with cross-functional teams to achieve project goals
- Evaluated creative work objectively and providing constructive feedback
- Identified challenges and finding creative solutions to overcome obstacles





Brensey Thompson

(She/Her)

📍 Nashville, St. Petersburg, FL, USA, Tampa

As seen in: Ashland City Times, The Fairview Observer, The Tennessean

Loves God, I'm a Mommy, Wife, Business Owner, Marketing Strategist, Journalist, Author & Destined for Greatness

Articles

Dickson food businesses feed, help Waverly flood victims

4 years ago | By Brensey Thompson | The Tennessean ✓

A Dickson family used their cooking skills to help victims impacted by the flooding in Waverly. Mike, Shari and Mariah Fooshe setup a fundraiser event through one of their family businesses, Fooshe Mountain Smokehouse, to raise money for the Waverly flood victims. Not just a portion, but all proceeds from the event were donated to the recovery efforts of the town located only a few miles from Dickson. "Our hearts go out to the Waverly community," said Mike Fooshe.

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How Kourtney's Kakes owner turned passion into a successful Downtown Dickson business

4 years ago | By Brensey Thompson | The Tennessean ✓

What started as a hobby and then a home-based business for Kourtney's Kakes owner Kourtney Souza has now blossomed into something more than she could have ever imagined, a brick-and-mortar business located in the heart of the town where she grew up. "I believe this whole process was filled with a lot of God-moments," said Souza. "There were so many things that lined up in our favor to not believe anything but that.

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Podcast shares Good Vibes of Dickson community

4 years ago | By Brensey Thompson | The Tennessean ✓

Hosted by Dickson resident Michael Shepard, the Your Vibes Podcast features a series of episodes in which Shepard sits down and "vibes" with people from all different walks of life but are connected to Dickson County. They discuss life's unique journey, current events, leadership, business, spirituality, hopes for the future and much more.

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[Click here to view full profile](#)

Community Leaders, TN



Chamber Staff with all 7 mayors of Dickson County



Senator Lamar Alexander



Knoxville Chamber VP, Mark Fields



City Mayor Donnie Weiss



Radio Owner, Kenneth Forte



Former Congressman,
Bob Clement



CEO's of TriStar Bank
Jerry Smith & Ted Williams

Positive Feedback

 **Jalem Robinson, M. Ed.** • 1st
Educational Leader | Community Enthusiast & Advocate | Mentor | Speaker ...

Brensey, you're a gem! 💎

 **April Childers** • 1st
Empowering Women to Travel, Create and Thrive! 1y ...

I love your heart and thankful that you are such a blessing to so many ❤️

 **Leona Wells, MNM** • 1st
Metropolitan Ministries 1y ...

What is the notch ABOVE top notch? I am so privileged to serve alongside such a talented team - you make it all look so good. Thank you **Brensey Thompson** and all the team. Wow, wow!

 **Molly James, CFRE** • 1st
Chief Executive Officer, Metropolitan Ministries Foundation 1y ...

This promotion is so well-deserved, Brensey! Thank you for all you do for Metro and our mission! 🙌

 **Joseph A. Graves, IOM, MEDP** • 1st
President at Troy Area Chamber of Commerce - Troy, Ohio, CEO of t... 1y ...

You have always been talented and a hard worker. I'm very proud of you!

 **Vicki Drobis** • 1st
Sales and Customer Success at Learning At The Primary Pond 1y ...

I love seeing how you continue to enrich the lives of those in your community! Miss you! Tennessee's loss was Florida's gain (NOT a football-related observation! 🤔).

Brensey,

You are amazing, thank you so much! I did talk to Mike, he mentioned it was signed. We will get this wrapped up to pay today once the request is approved



Gabriel Franklin
Metropolitan Ministries
Procurement Manager
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2002 N. Florida Ave, Tampa, FL 33602



Reviewer Comment

This is certainly a marathon! Brensey does a great job juggling all the marketing requests coming through for the holiday tent activities in many locations and partners. In terms of media relations, she has assisted me in managing daily media coverage and press releases and tracking down interviews at all hours of the day. This resulted in more than 3,000 media stories and mentions.



Brensey,

Thanks for being the BEST BOSS EVA! but in all serious

I want to thank you for making my last few months here ^{a million times} better!
Keep being you and remember to breathe in and out when things get tense... Woosah! (you got me on FB We B connected)
-the1

 **Beauty For Ashes - Carla Blanton**
Highly recommended

Anyone or any agency can implement a plan or teach techniques to increase audience base, but that wasn't Beauty For Ashes - Carla Blanton sole objective. Our objective is the Spirit of Excellence (in posts, images, flyers, designs, website ❤️, audio links, photography) because we are representing Jesus.

B.Hope has embraced my vision and taught me so much in 7 months. In 7 months, 2000 followers and rapidly growing (with growing YouTube views), a phenomenal "teaching" website, and numerous social media teaching series reaching literally thousands of people by simply "Just Lifting Jesus" and a strategic media plan. Brensey Marcella Thompson you are amazing and the hardest worker I know. She has social media skills and graphic design skills and website building skills that produces growth. I can't imagine another PR/Marketing representing Carla Blanton/Beauty For Ashes.

Hey Brensey. Tricia from Compton Business Solutions here. 😊 I was at Radio Shack late this afternoon and struck up a convo with Wyatt. We chatted about the chamber (I think it's one of the best chambers I've worked with) and Wyatt credited you specifically for having a big impact on its success and relevance. If that had been me he was talking about I'd want to know so here ya go. You're appreciated by the community. Have a great evening and a wonderful 4th of July!



Brensey,
Thank you so very much for your help with the ad request. I know you have so much going on, and I greatly appreciate you getting that to my donor so quickly. Thanks! Natalie

Thank you for taking the time to review my portfolio and for your consideration. I look forward to hearing from you soon!

— Brensey Thompson