

MADISON HAMILTON

CONTACT

805-451-3554
madmhamilton@gmail.com
www.madison-hamilton.com

EDUCATION

University of Texas at Austin
Master of Public Affairs
David Rubinstein Fellowship recipient
Bachelor of Journalism
Editor, Orange Magazine; Lead Writer, McCombs Business School Newspaper

CORE SKILLS

Executive & Thought Leadership
Media Relations & PR
Content & Digital Strategy
Team & Budget Management
Brand Identity & Messaging
Social Media & Campaigns
Risk & Crisis Management

TECHNICAL SKILLS

CRM: HubSpot, Salesforce, EveryAction
PR: Cision, Prowly
Design: Canva, Figma, Final Cut Pro
Analytics: SEMrush, Google Analytics
Web: WordPress, Squarespace, Wix
Social: Sprout Social, Hootsuite, Buffer
Project Management: Asana, Monday

EARNED MEDIA HIGHLIGHTS

NPR, USA Today, Forbes, Wired,
ABC, NBC, AP, Ad Age, Variety,
CNN, Education Week, Politico,
Teen Vogue, Fortune, The Advocate

SUMMARY

Communications leader with 12+ years of experience across nonprofits, government, and mission-driven tech. Proven success serving on senior leadership teams, managing cross-functional staff and agencies, and delivering high-impact campaigns. Skilled at amplifying CEO visibility, shaping brand identity, unifying messaging, and securing national media coverage in outlets including Forbes, NPR, ABC, and NBC.

WORK EXPERIENCE

Head of Communications, FOLX Health Dec 2024 - July 2025

- Partnered with the CEO and clinical leaders to launch an integrated thought leadership platform across press, social, video, blog, and speaking engagements.
- Directed media relations strategy, establishing FOLX as a leading voice in digital healthcare with earned coverage in NPR, Fortune, CNN, CBS, and Healthcare Brew.
- Managed rapid response strategy amid national attacks on LGBTQ+ healthcare.
- (Role concluded due to organization-wide layoffs.)

Director of Communications, GLSEN May 2022 - Dec 2024

- Served on executive leadership team, managing a \$1M+ communications budget and directing annual work plans for GLSEN, the leading national nonprofit advancing safe and inclusive schools.
- Hired and managed a communications team and two external agencies (branding and PR), driving organization-wide strategy across executive communications, crisis communications, rapid response, social and digital campaigns, fundraising and event content, and media relations, garnering national recognition in ABC, NBC, USA Today, CNN, Education Week, USA Today, and Forbes.

Director of Digital Communications, US Congress May 2020 - May 2022

- Directed digital strategy and managed communications budget for senior Democratic House leadership, producing content across social, ads, SEO, and video that increased supporter engagement and grassroots fundraising.
- Wrote a weekly newsletter to 300K+ constituents and a separate caucus briefing for all House Democrats outlining upcoming legislation and priorities.

Founder, M Hamilton Communications Sep 2012 - May 2020

- Led communications for clients in tech, transportation, and e-commerce through multi-year contracts and targeted projects.
 - RetailMeNot: Designed content campaigns, including sponsored New York Times features, driving 4.7M visits and \$1M+ in affiliate sales.
 - Lyft: Developed content strategy to strengthen brand storytelling in Lyft’s Austin-based marketing office.
 - FoundersCard: Built email drip campaigns to drive member engagement.
 - T3: Produced white papers, case studies, and media relations that secured coverage in NPR, Forbes, and Wired, and landed SXSW speaking slots.
 - Enola Labs: Created technical and SEO copy to increase brand visibility and product positioning.
 - Red White & Blues: Directed event communications for a benefit concert supporting unhoused veterans, featuring Grammy-nominated Black Pumas.
 - Captix: Led social media, content, email, and media relations strategy for an Austin-based event software company.