

# MADISON HAMILTON

## CONTACT

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## EDUCATION

### The University of Texas at Austin

#### Master of Public Affairs

*David Rubinstein Fellowship recipient*

#### Bachelor of Journalism

*Editor, Orange Magazine*

*Lead Writer, McCombs School of*

*Business Newspaper*

## CORE SKILLS

External Communications Strategy

Executive Thought Leadership

Media Relations & PR

Research & Impact Storytelling

Brand Narrative & Messaging

Digital & Social Strategy

Team Leadership

## 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, Healthcare Brew,

CNN, Fierce Healthcare, Politico,

Fortune, The Washington Post

## SUMMARY

Strategic communications leader with 14+ years of experience advancing narrative change and brand impact across healthcare, nonprofits, politics, and mission-driven tech. Skilled in translating complex topics into clear narratives through storytelling, thought leadership, media strategy, and reputation management.

## WORK EXPERIENCE

### Director of Communications, Kooth

Nov 2025 - Present

- Lead communications for Kooth, driving external storytelling, media relations, executive visibility, and cross-functional communications for a digital health platform by translating research, impact data, and complex healthcare topics into clear, audience-specific narratives.

### Head of Communications, FOLX Health

Dec 2024 - July 2025

- Led executive communications positioning the CEO and clinical leaders as trusted voices in LGBTQ+ healthcare, leveraging earned media, social platforms, the company blog, speaking engagements, and award submissions.
- 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, delivering real-time messaging and counsel to safeguard brand trust.

### Director of Communications, GLSEN

May 2022 - Dec 2024

- Served on the senior leadership team, managing a \$1M+ communications budget and shaping organization-wide strategies that elevated GLSEN's brand and grew national visibility as the leading nonprofit advancing safe and inclusive schools.
- Hired and led a high-performing communications team and two external agencies to execute integrated campaigns across web, social, email, press, merchandise, paid media, crisis communications, and executive thought leadership.
- Drove cultural relevance and narrative change by positioning GLSEN as a trusted voice in LGBTQ+ education, serving as national press liaison, coaching leadership for media appearances, and crafting press releases, talking points, and pitches that secured coverage in ABC, NBC, CNN, and USA Today.

### Director of Digital Communications, US Congress

May 2020 - May 2022

- Directed digital content strategy and managed the communications budget for senior Democratic House leadership, developing cross-platform campaigns across social, ads, SEO, and speeches that drove significant growth in supporter engagement, thought leadership, and fundraising.
- Built and led content systems reaching 300K+ constituents weekly, authoring a newsletter and producing a caucus-wide briefing for all House Democrats to align messaging on legislation, policy priorities, and digital media.

### Communications Consultant

Sep 2012 - May 2020

- Consulted on brand and marketing strategy for B2B and B2C tech clients through multi-year contracts and targeted projects.
  - **RetailMeNot:** Led content campaigns—including sponsored content in The New York Times—driving 4.7M visits and \$1M in affiliate sales.
  - **Lyft:** Drove content strategy to elevate brand storytelling and expand local market presence in Austin, Texas.
  - **T3:** Led marketing for emerging tech initiatives, securing premier South by Southwest speaking slots and media coverage in Wired, NPR, and Bloomberg.