

MADISON HAMILTON

CONTACT

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EDUCATION

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

Content & Digital Strategy
Media Relations & PR
Executive & Thought Leadership
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,
Fortune, The Washington Post

SUMMARY

Senior communications executive with 12+ years advancing social change and brand strength through narrative strategy, earned media, digital engagement, and thought leadership. Skilled at elevating organizational voices, building high-performing teams, and leading campaigns that shape culture and policy.

WORK EXPERIENCE

- Head of Communications, FOLX Health

Dec 2024 - July 2025

 - Led thought leadership 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.
 - (Role concluded due to organization-wide layoffs.)
- 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.
 - Directed a high-performing communications team and two external agencies to deliver campaigns across media relations, executive communications, digital content, and crisis response—aligning messaging across all platforms.
 - 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 and fundraising.
 - Built and led content systems reaching 300K+ constituents weekly, authoring a high-engagement 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.
 - FoundersCard:** Created automated email campaigns that increased member engagement and retention.
 - Enola Labs:** Produced SEO-driven content to strengthen brand visibility.