

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

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 10+ 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 five-person communications team and two external agencies (branding and PR), driving organization-wide strategy across executive communications, brand development, rapid response, social and digital campaigns, fundraising and event content, and media relations, garnering national recognition in ABC, NBC, USA Today, CNN, Education Week, 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.

Content Strategist - Contract, RetailMeNot Sep 2018 - Oct 2019

- Designed and executed large-scale influencer and content marketing campaigns, including sponsored New York Times features, that expanded brand visibility, drove 4.7M site visits, and generated \$1M+ in affiliate partner sales.

Marketing Manager, T3 Aug 2016 - Sep 2018

- Directed marketing team efforts to win new business through white papers, case studies, media and analyst relations, securing national coverage in NPR, Forbes, and Wired, while landing multiple high-profile South by Southwest speaking opportunities for senior leadership, clients, and partners.

Marketing Manager, Captivx Dec 2014 - Jul 2016

- Directed the marketing strategy, focusing on social media, content creation, email, and media relations for the Austin-based event software company.