

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,
Fortune, The Washington Post

SUMMARY

Communications leader with 12+ years of experience spanning government, mission-driven technology, and advocacy organizations. Demonstrated success serving on senior leadership teams, directing cross-functional staff and agencies, and executing high-impact communications strategies. Expertise in amplifying executive visibility, aligning messaging across platforms, and driving national media coverage.

WORK EXPERIENCE

Head of Communications, FOLX Health Dec 2024 - July 2025

- Led implementation of proactive external communications strategies positioning FOLX’s CEO and clinical leaders as thought leaders, leveraging earned media, social platforms, 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.
- (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 directing annual work plans for GLSEN, the leading national nonprofit advancing safe and inclusive schools.
- Directed a five-person communications team and two external agencies to drive organization-wide strategy across media relations, executive communications, crisis counseling, rapid response, and digital campaigns.
- Acted as point of contact for national press, provided media training and messaging guidance to leadership, and authored 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 strategy and managed the communications budget for senior Democratic House leadership, producing content across social, ads, SEO, and video that increased supporter engagement and fundraising.
- Wrote a weekly newsletter to 300K+ constituents and a separate caucus briefing for all House Democrats outlining upcoming legislation and priorities.

Communications Strategist, Consultant Sep 2012 - May 2020

- Directed communications strategy for B2B and B2C tech clients through multi-year contracts and targeted projects.
 - RetailMeNot: Directed high-impact content campaigns, including sponsored New York Times features, that generated 4.7M visits and \$1M in affiliate sales.
 - Lyft: Developed and executed content strategy to advance brand storytelling and strengthen Lyft’s presence within the Austin market.
 - T3: Produced white papers, case studies, and media relations initiatives that earned placements in NPR, The Washington Post, and Bloomberg, while securing premier speaking opportunities at SXSW.
 - FoundersCard: Designed and implemented automated email drip campaigns that increased member engagement and retention.
 - Enola Labs: Authored technical and SEO-optimized content to enhance brand visibility, elevate product positioning, and drive growth.