

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

Content & Digital Strategy  
Executive & Thought Leadership  
Media Relations & PR  
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

Strategic communications leader with 12+ years of experience advancing narrative change and brand impact across nonprofits, politics, and mission-driven tech. Skilled in blending storytelling, digital strategy, thought leadership, and reputation management to engage audiences and elevate trusted voices across channels.

WORK EXPERIENCE

Director of Communications, Kooth Nov 2025 - Present

- Oversee U.S. communications for Kooth, managing media relations, executive visibility, policy and rapid response messaging, and cross-functional storytelling for the youth mental health platform.

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.