

# MADISON HAMILTON

## CONTACT

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## 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.

## EDUCATION

**The University of Texas at Austin**  
**Master of Public Affairs**  
*David Rubenstein Fellowship recipient*  
**Bachelor of Journalism**  
*Editor, Orange Magazine*  
*Lead Writer, McCombs School of Business Newspaper*

## 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.

## 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