

# Mali Margaret Cofield

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## EDUCATION & HONORS

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**Auburn University** | College of Liberal Arts

expected Graduation: Spring 2026

*Major:* Communications

*Minors:* Marketing and Public Relations

*Honors:* Auburn University Board of Trustees Endowed Scholarship, Ever to Conquer Scholarship, Fearless and True Scholarship, Richard and Karen Saliba Alumni Endowed Student Scholarship

## PROFESSIONAL EXPERIENCE

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**Auburn University** | Auburn, AL

January 2024 – December 2024

*Orientation Counselor, First Year Experience*

- Facilitated the transition from high school to college for ~5,000 students
- Hosted information sessions for incoming transfer students
- Provided customer service and assistance to guests in the Auburn-Opelika area
- Earned over 100 training hours in preparation for Camp War Eagle 2024
- Participated in the growth of Auburn University's enrollment alongside 66 colleagues

**National Aeronautics and Space Administration** | Huntsville, AL

June 2025 – December 2025

*Communications & Outreach Intern, Planetary Missions Program Office*

- Created visual materials like banners, posters, and stickers to support NASA's planetary mission outreach
- Helped manage and grow PMPO's social media presence with consistent, mission-focused content
- Developed communication strategies and web content to engage the public with current and upcoming missions
- Assisted with planning and supporting public engagement events, including upcoming planetarium and community showcases
- Collected and analyzed outreach metrics to evaluate content performance and audience engagement

## LEADERSHIP & ACTIVITIES

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**Student Government Association** | Auburn, AL

September 2022 – May 2023

*Freshman Forum Member*

- Participated in a leadership organization composed of 54 freshman students selected from 430+ applicants to gather student feedback and represent the voice of Auburn's freshman class
- Met weekly to discuss and collaborate on ways to enhance the freshman experience at Auburn University
- Collaborated alongside other facets of SGA to better understand the mission and workings of the organization- Media Operations team, take photos of campus events, manage the social media networks, and create graphics for various events on campus

**Auburn University Panhellenic** | Auburn, AL

November 2023 – November 2024

*Kappa Alpha Theta — Online Media Director*

- Manage all online media platforms such as Instagram, Facebook, TikTok, and website
- Create graphics using Canva and Adobe Illustrator
- Lead photographer — responsible for taking photos and videos at events to gather content for social media
- Edit images to match specific themes of each platform, create montage videos for "recaps" and promotional purposes

## SKILLS & INTERESTS

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**Technical:** Experience in Office 365 and Adobe creative applications, proficiency in Canva, AP writing, Google Analytics, data analysis.

**Professional:** Ability to multitask, time-management, outgoing and ambitious, able to "think on my feet," clear communicator, creative.

**Interests:** Volunteering (>300 hours), photography, travel, research, event planning, social networking.