

ALAINA MOUSEL

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Professional Summary

Data-driven, detailed-orientated agriculture professional with experience in data management, technical writing and research protocols.

Skills

- Excellent administrative & leadership abilities
- Highly organized, detail-orientated
- Accurate data entry, processing and project planning
- Technical writing
- Copywriting, proofreading and editing
- Microsoft Office; digital publishing
- Inventory management, bookkeeping, reporting
- Basic animal care, animal breeding and husbandry
- Farm machinery experience
- Photo editing and archiving

Education

Master of Science: Communication Studies & Journalism, 05/2006

South Dakota State University - Brookings, SD

- Thesis: South Dakota Cattle Producers & The Internet
- Research and Teaching assistantships in Speech Communications and Journalism and Mass Communications departments

Bachelor of Science: Agricultural Business, 12/2002

University of Minnesota - Crookston - Crookston, MN

- Graduated with 3.778 GPA, with Distinction
- Collegiate athlete in volleyball, basketball and softball (team captain)

Work History

Administrative Assistant & Accounting Assistant, 03/2017 to Current

Grand Rapids Evangelical Free Church – Grand Rapids, MN; Part-Time

- Tracked expenses, analyzed budget performance and prepared monthly financial reports.
- Managed church database records and generated reports.
- Worked closely with senior leadership to carry out the organization's mission and objectives.
- Answered telephone and email inquiries, greeted guests, and ordered supplies.

Manager, 2000 to Current

Shady Oaks Red Angus – Jacobson, MN; Owner

- Managed data collection and recordkeeping of 70-head purebred cattle operation.
- Planned and facilitated synchronized A.I. breeding programs for multiple local cowherds.
- Drove haying, harvesting and fieldwork equipment as needed for spring, summer and fall work.
- Developed 1-, 3- and 6-month planning systems to keep farm organized.

Editor, 06/2010 to 08/2012

Swift Communications / Tri-State Livestock News – Spearfish, SD; Full-Time Telecommute

- Planned editorial coverage for weekly newspaper and nine special publications annually.
- Selected, edited and evaluated copy to ensure content aligned with established guidelines.
- Managed a team of eight freelance writers.
- Updated website with editorial content to increase website traffic.

Managing Editor, 10/2006 to 04/2009

Penton Media / BEEF Magazine – Bloomington, MN; Full-Time

- Edited feature stories, columns and commentary for print and electronic publishing.
- Developed editorial previews and participated in annual content strategy meetings.
- Organized editorial meetings to collaborate and review story leads.
- Worked with graphic artists, post-production team members and other specialists to produce captivating and successful content.
- Built and strengthened industry partnerships to improve product placements, amplify coverage and maximize effectiveness of marketing strategies.

Honors & Accomplishments

- Top Read Story of the Decade, *BEEF* Magazine, "7 Common Fencing Mistakes"
- Minnesota County Fair Person of the Year, 2017
- 1st Place, Minnesota Farm Bureau Discussion Meet, 2006
- Rhubarb Queen, Leola, SD, 2003
- Michael A. Chowdry Entrepreneurial Scholarships
- Outstanding Junior Member, Red Angus Association of America, 2002
- President, Junior Red Angus Association of America, 2001-2002

Volunteer Pursuits

- Itasca County 4-H and Cloverbud parent leader
- Grand Rapids FFA Alumni & Supporters
- Immerse Student Ministries