

BELLA BOWEN

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EDUCATION

Oklahoma State University
Bachelor of Science in Agricultural Sciences and Natural Resources
Majors: Agricultural Communications & Animal Science (Production and Operations)
Degree Certificate Program: Ethical Leadership

Expected: Dec. 2026
Stillwater, Okla.

UNDERGRADUATE RESEARCH

Beyond the Jacket: Exploring Former State and National FFA Officers' Perceptions of FFA's Impacts on Their Lives
Main Researcher

- Developed research questions for participants, selected through purposive sampling to meet research needs.
- Analyzed transcripts and clarified themes aligning with social identity theory to address need for research.
- Presented as a Distinguished Manuscript at the S-AAAE conference Feb. 2026.

First-Generation Livestock Producers' Experiences Starting Operations and Sharing Their Stories Online
Main Researcher

- Interviewed participants and analyzed responses to define themes which answered research questions.
- Developed research into a paper, explaining findings and facilitating discussion for future research.
- Presented as a research poster at the NACS conference Feb. 2025.

PROFESSIONAL EXPERIENCE

Cross Bell Cattle Company LLC
Owner

June 2024 – Present
Templeton, Calif.

- Plan herd health events, optimizing efficiency and sound animal welfare practices.
- Manage and grow cow-calf herd, selecting to advance genetics and reproductive soundness.
- Control company finances and logistics, focusing on meeting consumer and industry demands.

Coal Creek Winery & Event Center

Jan. 2026 – May 2026

Communications Consultant: Campaign Planning

Tuttle, Okla.

- Applied strategic, creative thinking to develop an integrated marketing communications plan.
- Created integrated marketing deliverables and collateral materials.
- Interpreted research to identify key publics and develop goals, strategies and tactics.

Central Valley Ag Cooperative

May 2025 – Aug. 2025

Marketing Intern

York, Neb.

- Worked closely with all divisions within the cooperative to properly understand and market the company.
- Created a comprehensive campaign for International Year of the Cooperative and Cooperative Month.
- Developed and implemented marketing materials for internal and external use.

LEADERSHIP AND COMMUNITY INVOLVEMENTS

McKnight Scholars Leadership Program

Aug. 2023 – Present

Class XIII McKnight Scholar and Ambassador

- Working with other McKnight Scholars to develop skills and leadership theory understanding.
- Developing relationships within the community through coordinating service leadership opportunities.
- Building personal leadership values through classroom and hands-on implementation.

Lead 4 Success Leadership Training Program

March 2024

Certified Program Attendee

- Focused on 4 core skills: self-awareness, communication, influence, and learning agility.
- Engaged with other attendees to analyze and implement training procedures.
- Adapted core skills to personal leadership context to increase leadership efficacy.

SKILLS

- Experience with Adobe Acrobat, InDesign, Illustrator, Lightroom, Lightroom Classic, Photoshop
- Proficiency in MAXQDA Data Analysis Software
- HubSpot and Hootsuite Social Media Marketing Certified