

colleen russell

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[LinkedIn](#)

Experience

International Dairy Queen

Senior Manager, Creative Design | 2024–Present

- Manage the IDQ in-house graphic design team and oversee all creative work
- Lead creative and brand strategy, concepting, and review processes to ensure that company initiatives are translated into materials
- Plan, coordinate, and manage all aspects of the monthly photography schedule
- Work cross-functionally with leadership, marketing, research and development, and supply chain to consistently improve processes and create efficiencies

Senior Design Manager | 2020–2024

- Concept, design and produce materials for POP kits and other print-related materials
- Lead in-studio art direction of product and lifestyle photography
- Manage all phases of assigned projects and all aspects of the production process

Hamline University

Director of Creative Operations | 2019–2020

- Lead creative project management and process optimization
- Oversaw the creative planning, organization and execution of diverse collateral including print, website/digital, video, email, and signage
- Managed graphic designers, freelance/contract designers, photographers and creative work that impacted the Hamline brand across the institution

Sigma Beauty

Design and Copy Director | 2015–2019

- Managed and lead a team of in-house graphic designers and copywriters
- Planned and led strategic rebrand of the company across all facets of the business
- Created efficiencies and cost savings for the business with multiple vendors
- Lead the design, planning, and execution of press kits

ABILITY Network

Design and Copy Director | 2012–2015

- Oversaw and executed all internal and external creative projects for the ABILITY corporate marketing department
- Acted as the lead brand advocate, consistently upholding and monitoring the ABILITY brand standards throughout the organization
- Managed, designed, and executed a complete redesign of the corporate website

Globe Education Network

Creative Director | 2008–2012

- Lead a team of in-house graphic designers and web designers
- Managed art direction, design, and production of all creative projects for the corporate marketing department which served the needs of 25 college campuses across 5 brands

Skills + Expertise

Design

Creative direction, art direction, print design, digital design, photography, typography, layout, branding, identity, copywriting, packaging, direct mail, visual merchandising, multi-channel campaigns, new product launches

Technology

Adobe Creative Suite: InDesign, Illustrator, Photoshop, Acrobat Pro;
AI Tools: ChatGPT, Copilot; Microsoft Office, Mac OS, WordPress, HTML

Business + Communication

Creative consulting, strategic communications, project management, budget and planning, vendor and supplier management, client expectation management, customer relations, analytics and research, interpersonal communication, leadership, B2C, B2B, QSR, SAAS, Retail

Education

University of WI - River Falls

Bachelor of Science Degree,
Major in Communications,
Minor in Art