

colleen russell

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Experience

International Dairy Queen

Senior Manager, Creative Design | 2024-Present

- Manage and elevate the IDQ in-house design team, overseeing all creative output and ensuring brand excellence across every touchpoint
- Drive creative and brand strategy – leading concept development, guiding review processes, and translating company initiatives into high-impact materials
- Orchestrate monthly photography – curating concepts, planning shoots, and managing every detail to produce visually magnetic, on-brand imagery
- Lead cross-functional collaboration with executive leadership, marketing, R&D, and supply chain to streamline workflows, strengthen alignment, and create operational efficiencies

Senior Design Manager | 2020-2024

- Concept and design high-impact POP and print creative that support national and franchisee marketing initiatives and strengthens the Dairy Queen brand across the U.S. and Canada
- Lead full creative production – from art-directing photography/illustration to managing pre-press, printing, and post-press execution
- Shape project-aligned creative strategy in close partnership with Brand and Marketing to ensure clarity, cohesion, and impact
- Oversee workflow and communication for owned projects, ensuring on-time, on-budget delivery and seamless collaboration with all IDQ teams

Sigma Beauty

Design and Copy Director | 2015-2019

- Directed Sigma Beauty's brand vision, storytelling, and execution across all channels
- Translated marketing goals into clear creative strategies and cohesive, high-quality narratives
- Led and mentored a five-person creative team, delivering on-brand work on time and within budget
- Oversaw end-to-end creative production and partnered with executives to align output with company goals

ABILITY Network

Creative Marketing Manager | 2012-2015

- Led ABILITY's creative strategy, aligning brand, digital, and marketing for measurable impact
- Translated business goals into high-performing creative across all channels
- Ensured consistent brand standards organization-wide
- Drove digital transformation, including a full corporate website redesign (+40% website traffic), new email templates (2x webinar leads), and improved UI for 100k myABILITY users

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, Firefly, Acrobat Pro; AI Tools: ChatGPT, Copilot; Microsoft Office, Mac OS, WordPress, basic 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,
Communications; Minor in Art