

CREATIVE DIRECTOR

P O R T F O L I O

WALTER SUAZO

GREATER BAKERSFIELD CHAMBER



THE GREATER BAKERSFIELD CHAMBER INVITES YOU TO

Beautiful BAKERSFIELD AWARDS

THE SOUND OF OUR CITY 2026

BAKERSFIELD'S BIGGEST NIGHT

5 P.M. RECEPTION
6 P.M. DINNER
7 P.M. AWARDS CEREMONY

SATURDAY 13TH JUNE - 2026

PRESENTED BY VALLEY STRONG CREDIT UNION

DIGNITY HEALTH THEATER & CONVENTION CENTER

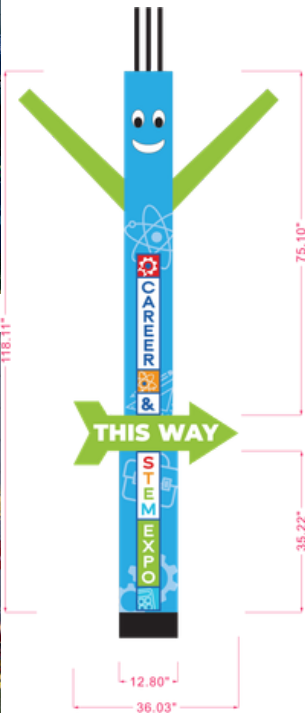
TICKETS ON SALE MAY 4TH
\$200 PER PERSON / \$1,600 PER TABLE OF 8 | TEXT BBA TO 366283 FOR TICKETS

THIS YEAR'S BEAUTIFUL BAKERSFIELD AWARDS THEME IS "THE SOUND OF OUR CITY."
JOIN US FOR AN ELEGANT EVENING AND DRESS TO IMPRESS IN YOUR BEST COUNTRY CHIC.



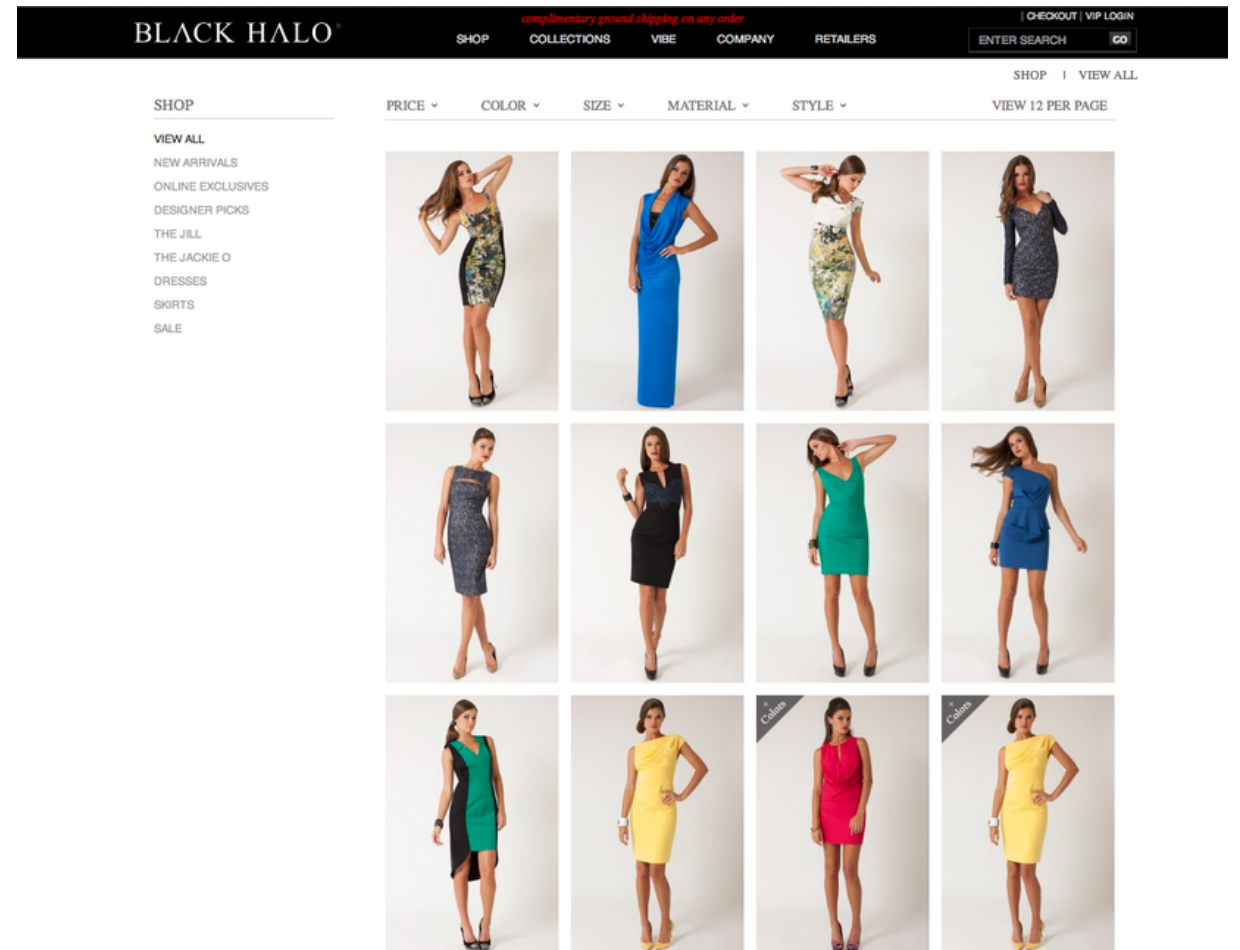
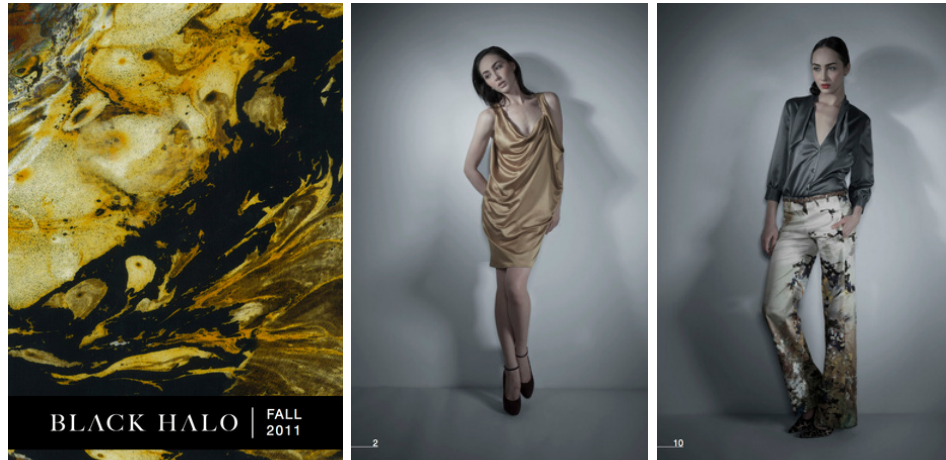
Lead creative direction and execution for the Beautiful Bakersfield Awards, developing a cohesive brand identity and integrated campaign across digital, print, and live event platforms.

KERN COUNTY CAREER & STEM EXPO



Lead creative direction and execution for the Kern County Career & STEM Expo, developing a cohesive brand identity and integrated campaign across digital, print, and live event platforms.

BLACK HALO



Lead creative direction for luxury fashion brand. Directed e-commerce website rebrand (UI/UX). Produced seasonal lookbooks, created development garment tags and accessories, and editorial campaign assets from concept to execution.

DIGNITY HEALTH HOSPITALS

Positions of Comfort
Side-By-Side



Support the trunk by giving a tight side hug and hold the free hand firmly.
*Great for larger children who may want to watch.

 **Dignity Health.**
Mercy

Hello humankindness

Positions of Comfort
Head Support



Sit or kneel beside the child, supporting his or her free hand and head firmly if he or she does not want to watch.
*Great for independent and calm children.

 **Dignity Health.**
Mercy

Hello humankindness

Memorial Hospital
Heart Valve Program
Transcatheter Aortic
Valve Replacement (TAVR)
Patient Education and Resource Guide



Replacement (TAVR)

widens in the nation, and the only hospital in
ture for heart valve replacement. Transcath-
valve replacement without opening a

and other medical specialists typically
Aortic Stenosis. Their collaborate effort
low risk for open heart surgery to replace
ations for a TAVR procedure.

Resource Guide

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 **Dignity Health.**
Memorial Hospital



Designed and executed hospital-wide branding initiatives for Dignity Health's Memorial, Mercy, and Mercy Southwest campuses, enhancing visual consistency across signage, departmental materials, and patient communications.

U.S. ARMY ALL-STAR BOWL



Lead creative direction and execution for the U.S. Army All-Star Bowl from the 2014-2019 seasons, developing a cohesive brand identity and integrated campaign across digital, print, and live event platforms.

BAKERSFIELD COLLEGE

**INDUSTRIAL
AUTOMATION**

**BAKERSFIELD
COLLEGE**



**BUILDING A PATH TO
YOUR FUTURE!**

DISCOVER POSSIBLE CAREERS

Field Engineer | Facilities Supervisor
Maintenance Manager | Operations Manager
Quality Assurance Specialist | Field Automation Specialist
...and much, much more

**PROGRAM
MISSION**

To prepare individuals for technical management careers which utilize automation, including petroleum, manufacturing, logistics and agriculture industry sectors, in order to improve the regional economy

**BACHELOR OF SCIENCE
INDA
INDUSTRIAL AUTOMATION**



**EXAMPLES OF
LOCAL EMPLOYERS:**

Aera | Target | Sun World | KSI
Chevron | LINN Energy | IKEA
Grimmway Farms | Oxy | Frito Lay
The Wonderful Company | Dreyer's

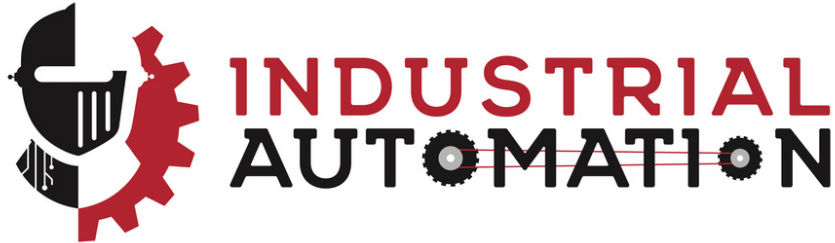
VISIT: BakersfieldCollege.edu/industrial-automation
MORE INFO: 661.395.4811 | cquintain@bakersfieldcollege.edu

@BCIAUTOMATION



SCAN HERE



Lead creative direction and execution for brand identity and campaigns for Industrial Automation and OSRM programs at Bakersfield College increasing awareness and engagement for program recruitment.

SINCLAIR BROADCAST GROUP: KBAK/KBFX

Eyewitness News *California* **BAKERSFIELD now.com**

TXT-L8R

Three-Way
CHEVROLET *Cadillac*
"We're here to help."

FACT: Sending or receiving a text takes a driver's eye from the road for an average of 4.6 seconds. - www.distraction.gov

TAKE THE PLEDGE
www.BakersfieldNow.com

Three-Way
CHEVROLET *Cadillac*

Eyewitness News **KBK** **KBFX**

CHP **BAKERSFIELD FIRE DEPARTMENT**



2016/2017: NFL, COLLEGE + HIGH SCHOOL
30 YEARS OF HOMETOWN 1987 2016
FOOTBALL GUIDE
Tires LES SCHWAB **FREE** OFFICIAL DISTRIBUTION
ISSUE #1

KBK **FOX58**

HOMETOWN

SPORTS

NFL SCHEDULE
SOCAL RIVALRY
USC vs UCLA
BC RENEGADES
FOOTBALL FAMILY
THE CARR BROS.
SPORTS SPORTS
MORE SPORTS
WELCOME BACK
L.A. RAMS

GREG KERR **Eyewitness News** **KBK** **FOX58** **SPORTS COVERAGE** **7 DAYS A WEEK** **JON DOSS**
BAKERSFIELD now.com

Developed on-air, digital, and print campaigns for primetime shows and community initiatives. Produced campaigns for Hometown Sports 30th Anniversary and co-created the TXT L8R Safe Driving Campaign with Chevrolet & law enforcement.

KERN HIGH SCHOOL DISTRICT



Lead creative direction and execution for 2024 & 2025 Kern High School District's: Principal Partners' Day, developing a cohesive brand identity and integrated campaign across digital, print, and live event platforms.

C O N T A C T

W A L T E R S U A Z O

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