

Walter Suazo

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Award-winning Creative Director with 15+ years leading brand strategy, integrated marketing, and creative operations across corporate, healthcare, broadcast, sports, fashion, and experiential marketing. Proven leader in large-scale campaign execution, brand systems, and creative operations (9,000+ attendees), cross-functional team leadership, and six-figure budget management. Emmy Award winner and recognized for elevating brand equity, modernizing creative systems, and delivering high- impact, results-driven communication.

Professional Experience

Creative Director, Greater Bakersfield Chamber

2026 to Present

- Led creative direction and execution for the Beautiful Bakersfield Awards, overseeing full event branding, campaign development, and live show creative across digital, print, and in-person experiences.
- Designed and implemented a comprehensive visual identity system including logo refinement, typography, color palette, and brand standards to ensure consistency across all event touchpoints.
- Directed on-site event creative execution including LED wall content integration, live show graphics, and run of show coordination for award announcements and video playback.
- Designed experiential marketing and branded backdrops for event attendees, enhancing guest engagement and social media shareability.
- Developed and executed a multi-channel marketing campaign across social, web, and email, increasing event visibility and engagement.

Program Instructor & Creative Director, Career Technical Education Center

2016 to Present

- Lead creative direction and program instruction for district-wide initiatives, bridging education and industry.
- Created two award-winning Arts, Media & Entertainment programs approved through the UC system.
- Directed student-led teams producing branding, digital campaigns, video content, social media, and on-site event media.
- Managed large-scale events including Kern County Career & STEM Expo (4,000+ attendees; six-figure budget) and Industrial Technology Skills Challenge.
- Developed industry-aligned curriculum in branding, digital marketing, design systems, and media production.
- Awards: Innovator Award (2022), SkillsUSA Region 2 Advisor of the Year (2023), Instructor of the Year (2023).

Marketing Specialist, KBAK CBS | KBFX Fox

2012 to 2016

- Developed on-air, digital, and print campaigns for primetime shows and community initiatives.
- Produced campaigns for American Idol, Super Bowl, Sleepy Hollow, Big Bang Theory.
- Co-created TXT L8R Safe Driving Campaign with Chevrolet & law enforcement.
- Designed graphics and visual branding for election debate coverage.

Creative Director, Freelance

2010 to Present

- U.S. Army All-Star Bowl: Directed branding, event marketing, in-stadium media, and broadcast visuals for 9,000 yearly attendees.
- Dignity Health: Developed hospital branding systems including signage, departmental collateral, and patient-facing materials.
- Bakersfield College: Directed brand identity and campaigns for Industrial Automation and OSRM programs, increasing awareness and engagement

Technical Skills

Creative Direction	Brand Strategy	Integrated Marketing	Campaign Development
Digital Marketing	Event & Experiential Marketing	UI/UX Oversight	Visual Design
Cross-Functional Leadership	Stakeholder Management	Adobe Creative Suite	

Awards & Certifications

Emmy Award Winner, PSW Chapter (2013)
ROC CTEC Innovator Award (2022, 2025)
SkillsUSA Region 2 Advisor of the Year (2023)
ROC CTEC Instructor of the Year (2023)
Adobe Certified Professional in Graphic Design & Illustration
Adobe Certified Professional in Visual Design
Adobe Certified Professional in Marketing Design

Education

University of San Diego

Teacher Education & Professional Development, 2016 to 2019

University of California, Riverside

Professional Studies Extension, 2016 to 2018

FIDM

A.A. Graphic Communications, 2007 to 2009

Languages

Spanish - Fluent