

# Need real marketing firepower – without hiring full-time?

## Joël Bernat

### Interim Branding & Marketing Specialist

Direct access to high-impact branding and communication – flexible, focused, and driven to move things forward.

**Joël plugs into your team as a flexible marketing partner: on demand, with no full-time contracts and no baggage.**

Strategy, content, and design – done with you, not dumped on you.

#### Measurable outcomes

##### No buzzwords.

Just better messaging, sharper campaigns, and proven traction.

#### Adaptive pricing

##### Top-level thinking, without the overhead.

Clear results with predictable budgeting.

#### Flexible availability

##### Based in Berlin, open to relocation.

Available immediately.

### Typical requests:

#### Fix Internal Marketing Challenges

- Cut the noise. Keep what works.
- Equip teams with brand-aligned tools.

#### Company Presentation and Branding

- Craft messaging for brand, services, and products.
- Reengineer and design pitch decks.
- Produce and design animated presentations and explainer videos.

#### Full Brand Refresh and Alignment

- Consolidate logo, visual identity, and guidelines.
- Refine messaging and brand tone.

#### LinkedIn Strategy and Execution

- Optimise company and staff profiles.
- Advise on content strategy and audience targeting.
- Define and implement a consistent posting system to maximise algorithm performance.

#### Start-up Support

With a track record of scaling businesses through effective branding, I work closely with teams to implement brand activation and marketing strategies tailored to client expectations, market specifics, and distribution channels.

## Joël Bernat

I design bold brand identities and communication strategies that get noticed and deliver results. Based in Berlin, I work with institutions, city authorities, and businesses across Europe.

From ice cream to ideology – I have designed across a wide spectrum of sectors: Packaging for the food industry, international campaigns across Europe, Asia and the US, yoghurt branding, political posters – in 2D, 3D, static or animated.

Today, many of my clients come from the investment management and fintech sectors – but I also work with official city institutions in Marseille and Luxembourg on brand-aligned communication.

One of my favourite projects was designing the 384-page book *'Dynastie Luxemburg-Nassau'* for the Court of the Grand Duchy of Luxembourg – published on the occasion of the change of reign.

I speak English, German, French, and Luxembourgish.

Operating internationally and always open to new opportunities and creative ideas.

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### **Luxembourgish by origin. European in mindset.**

*I began my career in media, spent over a decade in and around finance – and now bring both worlds together in strategic branding.*

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