



# Joël Bernat | Curriculum Vitae

Born: 22.07.1980 | Luxembourgish nationalitiy

Contact: +352 621 429 993 | joelbernat1980@gmail.com | Soldinerstraße 63A, 13359 Berlin

Creative branding and marketing expert with 25 years of experience in dynamic environments, focusing on strong messaging and brand voice to strengthen brand identities and deliver measurable marketing impact.

Expert in Adobe Illustrator, Photoshop, After Effects, and Premiere Pro.

## Professional Experiences

### **Brand Strategy & Marketing Consultant | PINGO**, Creative Studio

Jul 2023 – Present | Berlin

PINGO operates as a one-person business offering branding and marketing services, focusing on graphic design, web design, animation design, LinkedIn strategy, and marketing campaigns.

### **Partner – Branding, Marketing & PR | ONE group solutions**, Financial Services

Feb 2019 – Jul 2023 | Luxembourg and Zürich

I was involved from day one of the startup, creating the brand identity and overseeing all marketing & PR. Today, the company has grown to over 130 employees. I continue to support ONE regularly through PINGO.

### **Branding & Marketing | b-pol**, Advertising Agency

Feb 2015 – Jan 2019 | Luxembourg

Worked at an advertising agency specialising in branding and corporate ID design, contributing to various client projects across diverse industries.

### **Sales & Business Development | AMP Group**, Financial Services

Mar 2012 – Dec 2014 | Luxembourg

Specialised in business development and networking for a financial services company, contributing to expanding the client base and enhancing brand recognition.

### **Sales & Business Development | Calastone**, FinTec Firm

Mar 2011 – Mar 2012 | London and Luxembourg

Focused on business development and networking for an international FinTech firm, ensuring growth and relationship management within the industry.

### **Project Management | Aviva Investors**, Investment Services

Apr 2010 – Mar 2011 | Luxembourg and London

Managed the conversion of a Luxembourg investment product to the UK (SICAV to OEIC), ensuring timely delivery within budget.

### **Investor Services | Brown Brothers Harriman**, Private Bank

Feb 2007 – Mar 2010 | Luxembourg and Dublin

Provided investor services as a registrar agent, focusing on shareholder relationship management and investment fund administration.

### **Media Designer | KONSUM**, Creative Agency

Dec 2003 – Jan 2007 | Luxembourg

Specialising in branding, graphic design and packaging design.

### **Sales & Business Development | Editpress Luxembourg**, Publishing Company

Feb 2001 – Nov 2003 | BeNeLux

Worked in business development for a media house, contributing to strategic client acquisitions and market growth.

### **Graphic Designer | Imprimerie Hengen**, Design and Print Company

Aug 1999 – Dec 2000 | Luxembourg

Integrated in the design and pre-press studio of an offset print factory.

## Skills

- Branding and Identity
- Graphic and Motion Design
- Adobe Creative Suite
- Marketing Campaigns
- Public Relations
- Networking

## Languages

- Luxembourgish: Native
- German: Fluent
- French: Fluent
- English: Fluent

## Education

- “Media Designer”, 1999  
LTC Luxembourg  
  
Awarded First Prize in the “Promotion du Travail de Luxembourg” for outstanding graduation results.
- “Architecture des ordinateurs” (Informatics), 1996  
LTAM Luxembourg

## About Me

I am passionate about design in all its forms – from architecture, sculptures, street art, advertising, posters, and printed materials (typography and paper hold a special place) to a strong interest in international politics.

I am also a proud father of a 20-year-old daughter, currently studying Media Management and Journalism in Berlin.