

JENNIFER BERNAL

FLORAL DESIGNER • EDUCATOR • CREATIVE STRATEGIST



INFLUENCE, INSPIRATION & INCOME: BUILDING THE MODERN CREATIVE BUSINESS

Jennifer Bernal is a floral designer, educator, and creative strategist helping wedding professionals grow with intention. As Founder of House of Bernal and owner of Flowers by JoAnn, she blends editorial design with smart business systems to help creatives elevate their presence and scale sustainably. She is a 2025 WeddingPro Educator and serves as Director of Education for WIPA Connecticut.

BOOKINGS & INQUIRIES

WEBSITE

houseofbernal.com

INSTAGRAM

[@houseofbernal](https://www.instagram.com/houseofbernal)

EMAIL

jennifer@houseofbernal.com

Based in NY — Available
Nationwide + Destinations

Signature Topics:

Leading With Authentic Influence

1

Pricing With Confidence

2

Intentional Networking for
Creative Entrepreneurs

3

AS SEEN IN

Est. 1897
florists' review

junebug
WEDDINGS

WEDDING
CHICKS

ELEGANT
WEDDING

BRIDES &
WEDDINGS

the knot

WEDVIBES.MEDIA

BOLD
JOURNEY

INFLUENCE, INSPIRATION & INCOME

Building the Modern Creative Business

BY JENNIFER BERNAL

FOUNDER & CREATIVE DIRECTOR, HOUSE OF BERNAL

OWNER, FLOWERS BY JO-ANN



ABOUT

JENNIFER

FLORAL DESIGNER · EDUCATOR ·
CREATIVE STRATEGIST

Jennifer Bernal is a powerhouse floral designer, educator, and creative strategist whose work is rooted in intentionality, storytelling, and building businesses that last. As the **Founder & Creative Director of House of Bernal** and **Owner of the 1960s legacy brand Flowers by JoAnn**, Jennifer is known for lush, over-the-top design balanced with operational excellence and smart business foundations.

Born in the **Dominican Republic** and raised in New York, Jennifer blends *culture, creativity, and Community* in everything she does. With a **master's degree in public administration** and a background in **government and nonprofit leadership**, she brings a rare mix of emotional intelligence and strategic thinking to the wedding industry. Her mission is simple: help florists and wedding professionals break old patterns, elevate their systems, and grow profitable, sustainable businesses rooted in authenticity.

As **WIPA Connecticut's Director of Education**, a **2025 WeddingPro Educator** for The Knot & WeddingWire, and an **Insider for the Emerge Event Collective**, Jennifer is recognized for her high-energy teaching style—part motivational, part practical, always actionable. Her sessions deliver mindset shifts, clear business frameworks, and step-by-step strategies that attendees can implement immediately.

Jennifer has been featured in **The Knot's "21 Wedding Pros to Watch (2025)," WedVibes Editorials, Florist's Review, CanvasRebel**, and more. With an engaged audience of 13,500+ followers, she continues to influence the future of floral design, creative entrepreneurship, and industry leadership.



As seen in...

**THE KNOT — 21 WEDDING
PROS TO WATCH (2025)**

**WEDDINGPRO EDUCATOR
2025**

WEDVIBES EDITORIALS

**FLORIST'S REVIEW - TOP 50
WEDDING FLORISTS IN THE
USA + CANADA**

CANVASREBEL

SIGNATURE TOPICS

LEADING WITH AN AUTHENTIC INFLUENCE

A high-energy session on building real authority through authenticity and aligned visibility. Attendees learn how to merge social presence with in-person “vibe check” networking to build true influence.

PRICING WITH CONFIDENCE: BUILDING A PROFITABLE CREATIVE BUSINESS

A clear breakdown of revenue allocation, mindset shifts, and the systems needed to move from survival mode to sustainable profit.

INTENTIONAL NETWORKING: THE FOUNDATION OF GROWING YOUR BUSINESS

Focused on aligned spaces, meaningful relationships, and how to become memorable in saturated markets.

LEVERAGING AI & TECHNOLOGY WITHOUT LOSING YOUR CREATIVE IDENTITY

How to integrate AI for timelines, visuals, and operations without sacrificing your voice or aesthetic.

STYLED SHOOTS VS. REAL WEDDINGS: CURATING A PORTFOLIO THAT BOOKS HIGH-END CLIENTS

A blueprint for visibility using both styled shoots and real weddings to increase luxury appeal.

SESSION SNAPSHOT

AUDIENCE

Wedding professionals across floral design, planning, venues, photography, rentals, and creative disciplines.

13,500+ organic followers and engaged audience.

FORMATS

Keynote (35–45 minutes + Q&A)

Panels

Workshops

Webinars / Virtual Sessions

A/V NEEDS

Lav or handheld microphone

Confidence monitor

HDMI or presentation clicker

Wi-Fi for live polling



Speaking Style

Jennifer is known for blending high energy with grounded strategy. Her presentations feel like a conversation with a mentor—packed with actionable steps, real stories from the trenches, and frameworks attendees can use immediately. Her approach is dynamic, direct, and real.

BOOKINGS & INQUIRIES

WEBSITE: HOUSEOFBERNAL.COM

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BASED IN NY — AVAILABLE NATIONWIDE + DESTINATIONS