

NELSON DESIGN LAB

Proficiency Packet



WWW.NELSONDESIGNLAB.COM

MEET THE MAN IN THE LAB



Justin G. Nelson, creator of Nelson Design Lab, is a multi-hyphenate ranging in skills from performance to marketing. Beginning as early as the age of 8, Justin has always had a love for technology. Not knowing that during the 2020 pandemic, He would be able to pivot and began to deepen his skills with web design and branding. Since then, he has been able to grow his brand into the packet you are reading now. When he's not working with clients, Justin is working on his additional platforms focused on health and wellness, performance and life coaching! Not knowing that during the 2020 pandemic, he would be able to pivot and began to deepen his skills with web design and branding. The Nelson Design Lab was born.

NELSON DESIGN LAB GOALS

The overall goal of Nelson Design Lab is to help creatives, entrepreneurs, mission based organizations, non-profits and influencers build their brands. Whether it's from the ground up, a revamp and relaunch, or creative projects within the existing brand, Nelson Design Lab will get it done.

In this packet, you will find all of the skills and services offered through Nelson Design Lab. He is well equipped and skilled to handle whatever your company needs.



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COMMUNICATION (CHAT)

ZOOM CONFERENCE
GOOGLE TALK

COMMUNICATION (EMAIL MARKETING)

MAILCHIMP
KAJABI
CONSTANT CONTACT

STORAGE

DROPBOX
GOOGLE DRIVE

PROJECT MANAGEMENT

LATER
NOTION
GOOGLE DRIVE

CREATIVE TOOLS

CANVA
ADOBE PHOTOSHOP
IMOVIE

SOCIAL MEDIA

FACEBOOK
INSTAGRAM
LINKEDIN
TWITTER
YOUTUBE
CLUBHOUSE

WEBSITE MANAGEMENT

WIX
SQUARESPACE
GODADDY*

VIDEO / AUDIO SERVICES

YOUTUBE LIVE
FACEBOOK LIVE

SERVICES

GRAPHIC DESIGN

Social Media Templates

Zoom Graphics

Presentations / Announcements

Video Graphics

PROJECT MANAGEMENT

Project Planning

Team Accountability Tracking and Management

Project Document Creation and Formatting

Note Taking and Organization

MARKETING SUPPORT

Newsletter Creation and Formatting

Content Research Creation

Social Media Management

Social Media Trends

SOCIAL MEDIA MANAGEMENT

Content Creation, Management, and Distribution

Social Media Strategy Implementation

Social Media Expansion*

Campaign Creation

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WHAT'S NEXT?

Thank you for taking the time to review the proficiency packet. I look forward to hearing from you and collaborating on your future projects and brands. Please feel free to forward this information to peers or organizations that may benefit from these services.



LET'S STAY CONNECTED

@justingnelson



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