

NELSON DESIGN LAB

Proficiency Packet



WWW.NELSONDESIGNLAB.COM

MEET THE MAN IN THE LAB



Justin G. Nelson, the creator of Nelson Design Lab, is a multi-hyphenate ranging from performance to marketing. Beginning as early as the age of 8, Justin has always loved technology. Since then, he has grown his brand into the packet you are reading now. Justin is working on additional platforms focused on health and wellness, performance, and life coaching when not working with clients! Justin made a massive pivot and began to deepen his web design and branding skills. 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. Nelson Design Lab will get it done, whether it's from the ground up, a revamp and relaunch, or creative projects within the existing brand. This packet will inform you of all the skills and services offered through Nelson Design Lab. He is well equipped and skilled to handle whatever your company needs.



WWW.NELSONDESIGNLAB.COM

COMMUNICATION (CHAT)

ZOOM CONFERENCE

GOOGLE TALK

STREAMYARD

COMMUNICATION (EMAIL MARKETING)

MAILCHIMP

KAJABI

CONSTANT CONTACT

STORAGE

DROPBOX

GOOGLE DRIVE

PROJECT MANAGEMENT

LATER

NOTION

GOOGLE DRIVE

CREATIVE TOOLS

CANVA

ADOBE PHOTOSHOP

IMOVIE

WEBSITE MANAGEMENT

WIX

SQUARESPACE

GODADDY*

SOCIAL MEDIA

FACEBOOK

INSTAGRAM

LINKEDIN

TWITTER

YOUTUBE

CLUBHOUSE

PINTEREST

TIKTOK

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

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 benefit from these services.



LET'S STAY CONNECTED

@justingnelson



WWW.NELSONDESIGNLAB.COM