



Mark Slapinski

Journalist and Owner at Toronto 99

Canada · 213 connections

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Toronto 99 Technology

Seneca College

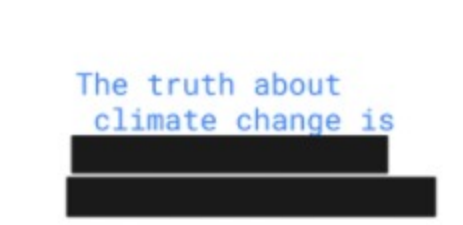
About

Currently putting my blogging and social media skills to use on a project called Toronto 99. Featuring a mix of original articles, original videos, commentary, analysis, as well as aggregated news from reliable sources.

A graduate of Seneca's Social Media post-grad program. Previously responsible for managing social media accounts for Toastmasters, Slammin Media, New Arts, and for Housing-rights related events. Experienced in using social media for private and charity events, including the 650 Parliament Benefit show at Tranzac in Toronto. My social media and advocacy work has been shown on local Toronto news multiple times.

Social Media Channels: [Pinterest.com/MarkSlapinski](#) [Reddit.com/user/MarkSlapinski](#)

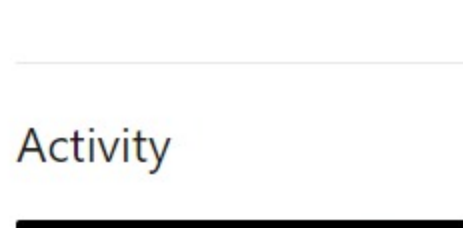
Articles by Mark



The Myth of Inexpensive Tenant's Insurance
By Mark Slapinski
Jan 25, 2020



Is Facebook censoring Climate Change Movements?
By Mark Slapinski
Sep 2, 2019



Greta Thunberg set an example for what youth can accomplish for the environment
By Mark Slapinski
Jul 25, 2019

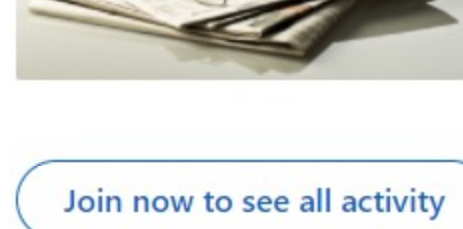
Activity



3 EASY ways to keep yourself safe and secure online
#CyberSecurity #Security #Antivirus #Software #Tips #Tools
Shared by Mark Slapinski



My work was featured in this blogTO article. Thanks to Jack Landau for the write up!
Shared by Mark Slapinski



Wrote a guest post for DeanBlundell.com PPC RIDING MANAGER FOR RANDY HILLIER'S DAUGHTER IDENTIFIED AS TRUDEAU STONE THROWER
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Experience

- 

Journalist and Owner
Toronto 99 Technology
Jul 2020 - Present · 1 year 5 months
Toronto, Ontario, Canada
- 

Independent Journalist
Freelance
Sep 2019 - Present · 2 years 3 months
Toronto, Ontario, Canada
- Freelance articles for a variety of publications
- 

Social Media Marketer
SMS Marketing Solutions
Oct 2019 - Apr 2020 · 7 months
Toronto, Ontario, Canada
- 

Social Media Consultant
New Arts Toronto
May 2019 - Sep 2019 · 5 months
Toronto
This position consists of reviewing New Arts' 2018 social media campaigns and producing an actionable game plan for Summer 2019. Duties include:
 - Reviewing and analyzing last year's social media campaigns.
 - Developing a strategy that will help meet the client's projected sales target.
 - Researching case studies and brainstorming new tactics.
 - Producing graphics using Photoshop.
 - Finding ways to build relationships with clients online and offline.
 - Producing a final...Show more
- 

Social Media Co-ordinator
NewArts
Aug 2018 - Oct 2018 · 3 months
Toronto, Canada Area
 - Responsible for production of a video involving Canada's National Parks
 - In charge of managing Facebook, Twitter, and Instagram campaigns to attract visitors and sponsors to the video's screening
 - Coordinate tasks with co-workers via Trello. Provide leadership and / or support when needed
- 

Digital Marketing Intern
Slammin Media Inc.
Apr 2018 - Sep 2018 · 6 months
Toronto, Canada Area
 - Manage Facebook, Twitter, Instagram, Apple Music, and Spotify accounts for local and International Musicians (Jay Douglas, Gisto, Eddie Bullen, Tortured Soul)
 - Use websites like Sound Cloud, Sound Plate, and Sounds Good to post and distribute artists' material
 - Hold meetings to coordinate marketing campaigns with co-workers via Skype
 - Post text, images, and videos designed to generate engagement and boost album sales
 - Use tools like StatusBrew and Drumup to increase followers...Show more
- 

Customer Service
Ia prep
Jan 2016 - Apr 2018 · 2 years 4 months
Hudson's Bay Centre
Providing excellent customer service by being friendly, lively, and attentive at all times
Coordinate deliveries to nearby office buildings - including processing credit card payments and making receipts
Attend to customer complaints either in person or over the phone
Organize large catering orders with co-workers
Prepare food for customers while adhering to food safety regulations
Screen resumes and advise boss on viability of potential new employees
Fix computer and...
Show more
- 

HR Junior Administrator / Office Administration
Reel World Film Festival
Sep 2014 - Dec 2014 · 4 months
Parliament Street, Toronto
Main duties include:
 - Researching programs to assist with data entry, database inputs, time and performance monitoring
 - Creating schedules for volunteers and clients of Reel World Film Festival.
 - Data Entry for business cards, movie selections, and volunteer contact information.
 - Assisting other employees with technical issues regarding computer and website applications.
 - Taking meeting minutes.
 - Preparing signage for industry events. (Indie Film Lounge)
 - Preparing...Show more

Education

- 

Seneca College
Post-Graduate Certificate · Social Media
2018 - 2019
Activities and Societies: Hootsuite Certification Graphic Design Certification Twitter Flight School
 - Completed 2 certifications for Hootsuite (Social Marketing and Platform use)
 - Made a Wordpress website including publishing marketing blogs regularly for assignments
 - Learned about "White Hat" techniques and the importance of being an ethical marketer online and offline
 - Learned about useful tools for creating graphics (Ripl, Legend, Adobe Spark)
 - Completed my Twitter Flight School Certification
 - Worked on solo and group projects involving social media content creation and...Show more
- 

George Brown College
Advanced Diploma · Business Administration Human Resources · 3.95/4
2013 - 2015
Activities and Societies: Student Leadership Academy, Enactus, Volunteered at Orientation. Helped organize and set up January Orientation at George Brown College. Gave support to runners at Scotiabank's Waterfront Marathon. Had an interest in the Enactus program.

Volunteer Experience

- 

Member, VP of Public Relations
Toastmasters Shellbusters
Oct 2016 - Present · 5 years 2 months
Economic Empowerment
Member of Toastmasters since October 2016

Completed 4 prepared speeches · Topics were: My life story, the recruitment process, Big Data, and Punk Rock.

I currently serve as Vice-President of Public Relations. This role requires me to promote the club and recruit new members. I answer e-mails of potential members and update event information on both Facebook and Meetup. Recently initiated a new social media campaign aimed at recruiting new members and increasing retention through...
Show more
- 

Event Organizer
650 Parliament Benefit Show
Sep 2018
Human Rights
Organized and hosted a benefit show for victims of the 650 Parliament Fire. Sold art and door tickets to raise funds. Used social media - primarily Facebook - to promote the event. Close to \$1000 was raised.

Licenses & Certifications

- 

Hootsuite Platform Certification 2018
Hootsuite Academy
Issued Oct 2018
Credential ID 12047096
[See credential](#)
- 

Social Marketing Certification
Hootsuite Academy
Issued Sep 2018
Credential ID Hootsuite Academy
[See credential](#)

Honors & Awards

- 

Dean's Honour Role
George Brown College
Apr 2013
For students that received 3.5 or higher GPA

Recommendations received

- 

Tyrel Olton
"Mark Slapinski created a Twitter and Facebook page for displaced residents of 650 Parliament. He was the go to guy for us tenants. We learned way more from him than we did from the media or the property owners. We were lucky to have him around. Would highly recommend Mark on private or public projects."
- 

Bruce Bradley
"Mark Slapinski is a creative and conscientious problem-solver. He began working for Slammin Media in April 2018. By the time his internship was finished, he had shown considerable improvement and success in the areas of social media profile building, engagement and audience development. He used out of the box techniques to boost Jay Douglas' Twitter profile to over 2,000 followers, while increasing engagement. He was able to post for Jay, and be so authentic in posting style that was very important for Jay. He was quick to pick to learn new programs and required very little training. I would definitely recommend hiring Mark if you have the chance."

2 people have recommended Mark

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More activity by Mark



Happy Friday Everyone, Here is it is: Episode 1 - The Journey Hub Podcast - Cynthia Rubino. Podcast link: <https://lnkd.in/gMSCr9mj> Cynthia...
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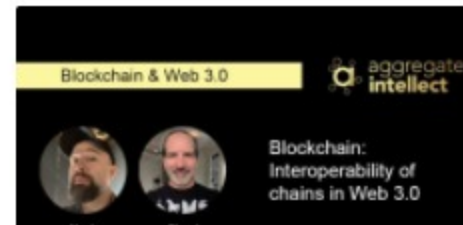
Check out our first episode! The Journey Hub Podcast
Liked by Mark Slapinski



Attention Seneca College students and my SMD graduates, check out The Journey Hub Podcast led by one of the smartest people I know. #hustleculture
Liked by Mark Slapinski



#Bitcoin what a day!
Liked by Mark Slapinski



If you have panicky thoughts about #bitcoin, we'll be offering some calm discussion about the ecosystem in 30 minutes. Blockchain and Web 3.0...
Liked by Mark Slapinski



Our incredible CEO Jaime Leverton appeared on BNN Bloomberg this afternoon discussing the market volatility of #bitcoin and the importance of #ESG...
Liked by Mark Slapinski



We didn't wash risk out of the system. It just switched sides. Going from net leveraged longs to net leverage shorts. This is nuts, especially when...
Liked by Mark Slapinski



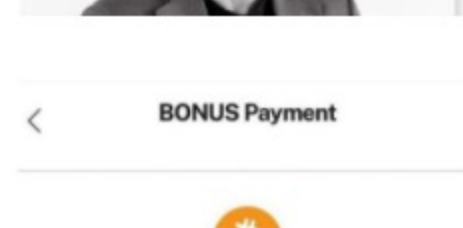
Extremely red day today in crypto markets. In the last 24 hours: - around 800,000 traders were liquidated for total of - 9,000,000,000 USD - BTC...
Liked by Mark Slapinski



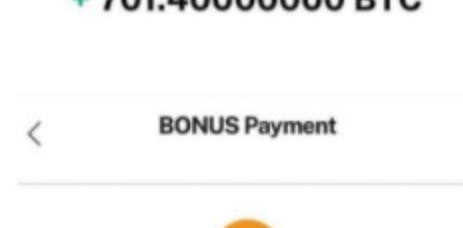
I sold all of my bitcoins. Here's why, and a warning to any other holders of crypto: <https://lnkd.in/gwigKeY> So, I'm out of the game for now. If...
Liked by Mark Slapinski



I am thrilled to discuss Bitcoin and Fintech with our partners Northland Wealth Management this Tuesday May 25th at 10am. Please join us to hear...
Liked by Mark Slapinski



I've had quite a few messages about the recent #bitcoin price action. I don't know where the price will go, no one does. I can however, speculate...
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I've had quite a few messages about the recent #bitcoin price action. I don't know where the price will go, no one does. I can however, speculate...
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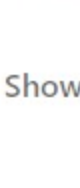
Yassine Hindam
Marketing Specialist at Unlimited Capabilities Inc.
Ottawa, ON
- 

Kimberly Mateo
Chef de Partie
Toronto, ON
- 

Jashandeep Singh
Forklift Operator at Amazon
Surrey, BC
- 

Rehan Athar
Student at Jr school
Delhi, India
- 

Gursimran Singh
typing at Amazon
Amritsar/Ludhiana Area
- 

Michael Tiano
Partner at Keystone Custom Homes
Markham, ON
- 

Yvonne Diep
Chocolatier at CXBO (Chocolates by Brandon Olsen)
Greater Toronto Area, Canada
- 

Julien Gignac
Reporter at Toronto Star
Toronto, ON
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Amanda Raifman
Account Manager at Donut Time
Greater Toronto Area, Canada
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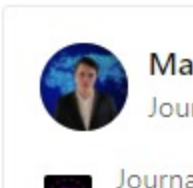
Conor Hammond
Vancouver based Broadcaster/Journalist
Vancouver, BC

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Journalist and Owner at Toronto 99

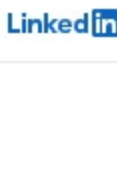


Technology



Seneca College

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