

Martin Waxman

President at Martin Waxman Communications

Toronto, ON, CA

Digital and social media training and strategy, AI research, LinkedIn Learning Instructor.

Biography

Martin Waxman, MCM, APR, writes a popular Digital Marketing Trends newsletter, conducts AI research and leads digital and AI training workshops. He's a LinkedIn Learning instructor, adjunct professor at the York Schulich School of Business and associate director of the Future of Marketing Institute. Martin also co-founded two agencies, is president of a consultancy and a member of the Institute for Public Relations Digital Media Research Center. He regularly speaks at events across North America. Martin received the Institute for Public Relations Best Master's Thesis Award in 2019 and the Canadian Public Relations Society's Outstanding Achievement in PR Award in 2020. He has a Master of Communications Management from McMaster-Syracuse Universities. He's the author of two books of fiction and an ebook on multimedia storytelling.

Availability

Keynote, Moderator, Workshop, Host/MC, Corporate Training

Industry Expertise

Public Relations and Communications, Media - Online, Social Media

Areas of Expertise

Digital and Social Media Workshops, Digital Marketing Strategy, AI Research, Generative AI

Affiliations

Public Relations Society of America, Canadian Public Relations Society (CPRS), Counselors Academy, CIPR AlinPR Panel

Sample Talks

Crossing the AI Bridge - 4 Trends for Marketers

If you're in marketing, your role is about to change dramatically as you welcome a new member to the team: generative artificial intelligence. AI will help you become more creative but it will also alter your workflow and the skills you need. How will you adapt? In a fast-paced, interactive presentation, Martin Waxman explores four trends that are about to transform marketing and PR.

Education

York University, Toronto

BA General Honors Fine Arts (film, TV, theater)

McMaster University

Master of Communications Management Communications Management

Accomplishments

President, Martin Waxman Communications

Digital and social media and communications strategy, training and workshops.

LinkedIn Learning - Instructor

Developed and recorded social and digital media courses including Digital Marketing Trends, Social Media Marketing: Strategy and Optimization, Social Media Marketing for Small Business, Social Listening Strategies and Skills, Blogging for Business and Content Marketing: How to Podcast.

Schulich School of Business, York University

Adjunct Professor, Digital Marketing

McMaster University

Adjunct Professor, Master of Communications Management.

University of Toronto School of Continuing Studies

Developed a certificate in Digital Strategy and Communications Management. Teaches Advanced Practice in Digital Reputation Management.

Social Media Professor

Seneca College in Toronto

Everything in Winnipeg Begins in a Car (stories)

Author of a book of humorous stories about growing up auto-obsessed in the Midwest.

'Hilarious...Waxman's writing is like a rose growing in the snow, an arid prairie desert hybrid that is a cross between the great Gregory Clark and Stephen Leacock". -Donna Lypchuk, Eye Weekly

The Promised Land

Author of a novel that's a satire of life in a shopping mall.

Canadian Public Relations Society

Accredited in Public Relations (APR)

Canadian Public Relations Society Toronto

Past-president CPRS Toronto

PRSA Counselors Academy

2016 Chair, PRSA Counselors Academy 2012 Conference Chair, PRSA Counselors Academy
Served on PRSA Counselors Academy executive committee and was its 2012 conference chair.

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