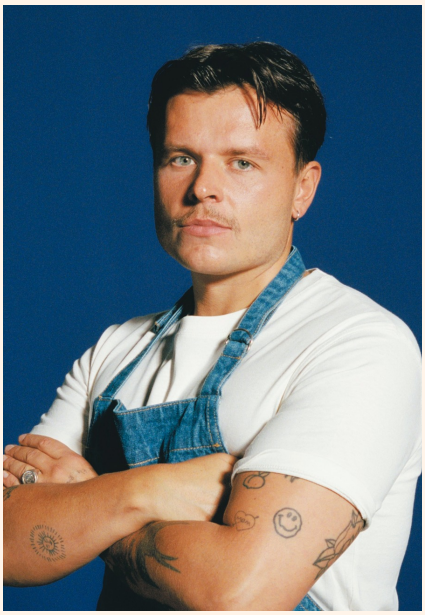


Mariusz Mac

Marketing and Business Leadership

Founder and marketing leader with 15 years of experience building consumer businesses across fashion, wellness and food. I connect brand positioning and product development with e-commerce, marketing and day-to-day operations, with experience taking a business from launch through acquisition.

What I bring

Commercial ownership

Brand strategy, product launches, e-commerce, sales and customer retention.

Operational experience

Team leadership, manufacturing coordination and building the systems behind a business.

Creative execution

Photographer, filmmaker and editor. I create content myself and lead commercial productions. Automation and AI support delivery.

Australia

Based in Warsaw. Seeking an employer-sponsored role in marketing or brand leadership.

Languages

Polish: native
English: fluent

Businesses I have built

lekko

Founded the wellness brand in 2020, sold the business in 2023 and continued as Brand Manager after the acquisition.

ALOHA FROM DEER

Founded an independent fashion brand worn by international artists and featured in Forbes, Vogue, Glamour and ELLE.

1991

Authored 1991, a Polish bestseller with 30k+ copies sold and a KTR Bronze award for Publication and Editorial (2026). Built a food and kitchen brand and a combined social following of approximately 500,000.

Food and hospitality

Hospitality is a real ambition for me. I came close to opening my own restaurant in Warsaw. Alongside building 1991, I would love to bring my experience in brands, marketing and community to a hospitality business or restaurant group.

schaucen@gmail.com instagram.com/mariuszmac

Mariusz Mac

Professional experience

VMR
2025 to present

Chief Marketing Officer

Senior Marketing Consultant | 2024 to 2025

Marketing consultancy and leadership at an integrated communications agency working across brand campaigns, digital content and live experiences.

Independent ventures
2024 to present

Brand Founder, Cookbook Author and Content Creator

Authored 1991, a Polish bestseller with 30k+ copies sold. Built a food and kitchen brand and create commercial content from photography and filming to the final edit.

USP Pharmacy / HealthLabs
2024 to 2025

Brand Manager | B2B contract

Brand management and marketing leadership in the health and wellness sector.

lekko
2020 to 2024

Founder, later Brand Manager

Built a health and beauty brand focused on wellness and wellbeing, taking the business from launch to acquisition in 2023. Continued as Brand Manager after the sale.

Ilmatic Sp. z o.o.
2019 to 2020

Commercial Producer | B2B contract

Produced television commercials and global brand campaigns, primarily in Los Angeles. Worked with production houses, service companies and high-profile talent.

4fun Media S.A.
2018 to 2019

Business Director | B2B contract

Built an e-commerce brand from concept to launch, covering brand identity, collections, manufacturing preparation and sales. Implemented warehouse and shipping systems.

MOIESS
2016 to 2018

Brand Manager | B2B engagement

Built the brand from scratch, developing its identity and preparing collections for manufacturing. Established the e-commerce and fulfilment foundations for launch and subsequent growth.

ALOHA FROM DEER
2012 to 2017

Founder, CEO and Creative Director

Founded and led an independent fashion business across product, manufacturing, e-commerce and creative direction. Managed the head office, customer experience and collection delivery.

Built international visibility, with the brand worn by artists including Ellie Goulding, Snoop Dogg, Katy Perry and Robbie Williams.

Glamour Magazine Poland
2010 to 2011

Production Intern