

Michał Mieszko Lis

E-commerce. Digital. Now AI.

Since 2014 I have run e-commerce and online marketing for brands all of Poland knows: Groupon, DOZ.pl, Trec Nutrition. Since 2023 I design and ship AI: audits, custom systems, ads and 3D graphics.

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22M

users in the Groupon Poland newsletter base

2×

DOZ.pl turnover in under 4 years

+220%

trec.pl store turnover in 2 years

01 PROFILE AND RESULTS

02 EXPERIENCE

03 CAMPAIGNS AND AWARDS

04 REFERENCES

Interactive version:
video, campaigns,
motion

mieszkolis.pl/en.html



01

Profile

Change is an opportunity, not a threat.

Since 2014 I have run e-commerce and online marketing for brands all of Poland knows: Groupon, DOZ.pl, Trec Nutrition. Since 2023 I design and ship AI: audits, custom systems, ads and 3D graphics.

Groupon

Web analytics was only taking shape: we defined metrics like CTR, OR and lifetime value ourselves, and the cookie window was 30 days. I learnt that whoever measures every week sees the opportunity first.

Trec

4 new product lines, a new approach to PPC and a strategic, direct partnership with Google. Quality, not price. Brand, not promotion. Ownership of the whole brand online. Result: store turnover +220%.

DOZ.pl

Advertising under an advertising ban? A promotion without mentioning the price cut? A coupon without a discount? 26,000 SKUs? We turned every constraint into turnover: the app, the largest SALESmanago implementation in Poland and the largest affiliate programme in Poland, built from scratch in 6 months. Turnover ×2.

AI

Now everything changes at once. I show companies how to turn this change into an edge before their competitors do, while an edge can still be defined by something other than tokens.

Numbers I was accountable for**22 000 000**

registered users in the Groupon Poland newsletter base I ran day to day in 2014-2016: one of the largest mailing databases in Poland

2×

DOZ.pl turnover in under 4 years of my work (2016-2020)

+220%

trec.pl store turnover in 2 years (2020-2022); Trec Nutrition sp. z o.o. revenue PLN 38.2M → 80.9M

100 000+

organic DOZ.pl app downloads in 6 months, #7 in Health on Google Play

+48%

Groupon Partner Network turnover year on year

+7%

incremental DOZ.pl turnover from the affiliate programme after 10 months, CPS only

PLN 2.3M

a year at Trec: about PLN 800k performance budget I managed and about PLN 1.5M brand budgets I co-managed

SPECIALISM**Pharmaceutical law and advertising of medicines and supplements in practice**

I know pharmaceutical law and the advertising of medicines and dietary supplements from both sides: as a manufacturer and as a pharmacy. Few people in Poland have this experience, and it decides whether a campaign sells or ends in a fine.

Manufacturer

Trec Nutrition, Aflofarm group

Dietary supplements and sports food: notification to the Chief Sanitary Inspectorate, authorised health claims (Regulation 1924/2006), novel food, labels and ads with no medicinal promises, work with ambassadors.

Pharmacy

DOZ.pl, the Pelion Group online pharmacy

Online pharmacy: the ban on pharmacy advertising (art. 94a of the Polish Pharmaceutical Law), mail order of OTC drugs only, prescription drug reservations, e-prescriptions, medical devices and dermocosmetics, manufacturer-funded budgets.

SKILLS

E-commerce

Performance marketing

Brand marketing

Marketing automation

Growth hacking

Influencer marketing

Affiliate marketing

Marketing strategy

GA4 analytics

Paid social: Meta, TikTok

Google and YouTube

E-mail marketing

SEM and SEO

Content marketing

Legal aspects of advertising supplements, OTC, Rx and medical devices

SECTORS

Pharma · sports nutrition · fashion · dermocosmetics · marketplace

LANGUAGES

English B2, business proficiency

INTERESTS

Cooking and good food, sports nutrition and modern dietetics, gaming and e-sports

02

Experience

2023

2023–now

AI

OWN PROJECTS, AI IMPLEMENTATIONS AND AUDITS

Since 2023 I build myself what I used to order from agencies: websites, ads, 3D graphics and tools. Faster and cheaper with AI, with the same discipline on results, budgets and law.

- AI audits: profit, token and licence costs, risks, roll-out plan
- AI and the law: EU AI Act, GDPR, copyright, advertising of supplements, OTC drugs and medical devices
- Implementations: AI agents, automations, RAG over company documents
- Custom software: CRMs, dashboards, AI cost panels
- AI ads and 3D: video, voice-over, WebGL, Blender, Unreal Engine
- HOMEFolio: my own brand of property websites and marketing for developers

We automate the business. We scale creative with no ceiling. Execution runs itself.

2020

10.2020–12.2022

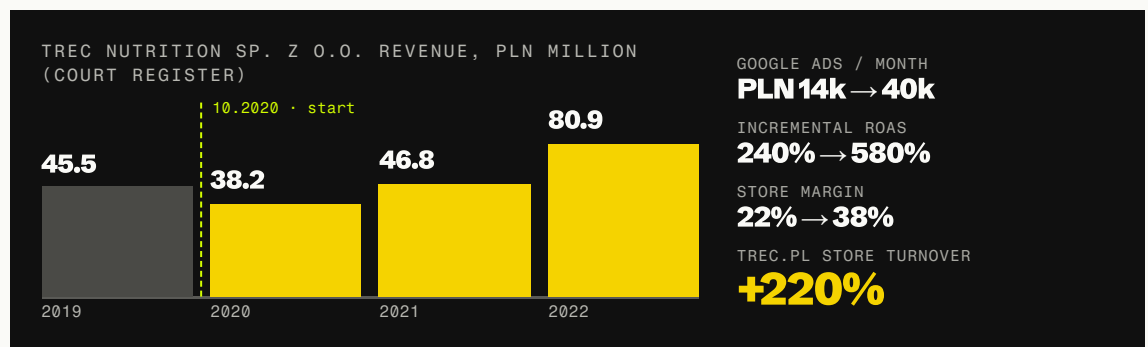


TREC NUTRITION

E-commerce / Digital Marketing Manager · Trec Nutrition sp. z o.o. (Aflofarm)

Reported directly to the Aflofarm e-commerce director. Performance budget about PLN 800k a year; co-managed brand budgets of about PLN 1.5M a year.

- trec.pl: full ownership of the brand's official store, turnover +220% in 2 years
- Group brands I worked on: Trec Nutrition, 6PAK Nutrition, Formotiva, Essensey and Trec Wear, plus the TREC TV and 6PAK TV YouTube channels
- Budget and performance campaigns: Google, Meta, Criteo; marketing automation; affiliate programme
- Built and led the trec.pl team; owned price, margin and discount policy
- Direct cooperation with Google (with Livia Michalczywska, Google Seller of the Year 2022)
- Brand campaigns “The strength is in you” and the 20th anniversary “Ambition becomes reality”: Brand Lift +270%
- New product lines with the marketing team: Endurance (the first supplements on the market dedicated to endurance sports), Vitality (rolled out as a complete line), Boogie (Boogieman rebrand), Better Food (superfood); over 195 new SKUs in 2 years
- New trec.pl: UX/UI redesign (with Artsiom Makeyev)



2020

10.2020–12.2022



AFLOFARM FARMACJA POLSKA GROUP · E-COMMERCE OF THE TREC NUTRITION BRAND

Aflofarm has led the Polish over-the-counter drug market for years and is the largest advertiser in the country. In 2018 it acquired 100% of Trec Nutrition. Working inside the group I learned production, registration and advertising of OTC drugs and supplements from the manufacturer's side.

2016

07.2016–02.2020



E-commerce / Digital Marketing Specialist • DOZ S.A. (Pelion Group)

Reported directly to the DOZ.pl vice-CEO, periodically to the e-commerce director. Budget tied to revenue and manufacturer co-funding.

- The first collaboration processes between sales and marketing, and their optimisation
- Marketing automation in SALESmanago: the largest implementation of the tool in Poland. I ran it from benchmarks and the contract to growing the whole system around DOZ.pl's internal needs; during our cooperation our SALESmanago account manager was promoted to head of development
- Affiliate programme with Tradedoubler: the largest in Poland, built from scratch in 6 months, +7% incremental turnover after 10 months, CPS only; nominated “Most effective affiliate programme” (Performance Marketing Diamonds CEE 2019) and an IPMA 2019 finalist in London
- Mobile app roll-out and ASO: 100k+ organic downloads in 6 months, #7 in Health on Google Play, Mobile Trends Awards 2017 nominee
- Commercial and marketing schedules for 2018-2019; the templates stayed in use afterwards
- The DOZ.pl box: cosmetic miniatures for customers with their orders
- Every DOZ.pl campaign of 2016-2020 went through my hands; turnover 2x in under 4 years

2014

08.2014–02.2016

GROUPON® GROUPON POLSKA

Online Marketing Account (Insite) • intern, then staff

Reported first to the CMO, later directly to the CEO.

- Newsletters to one of the largest mailing bases in Poland: 22 million subscribed users
- Groupon Partner Network, the internal affiliate network: +48% turnover y/y, the highest affiliate share of sales with ROI above the EMEA average
- Google AdWords: over PLN 1M revenue from my own SEM campaigns at an average ROI above 3.5 (2015)
- Discount codes: launch and 50+ A/B tests with EMEA teams; my solutions were copied by other countries
- Report templates for the board and CEO, also used in Israel and the UAE
- CRM with the Dublin team; worked with US teams on Salesforce, Jira, MicroStrategy, Teradata and Tableau
- “Man, a bit of Culture!” ad: I co-created it with the team and appear in it; Street Food Week with Tomasz Jakubiak, with spice leaflets that were my idea

2008

2008–2014



EDUCATION

- **Kozminski University**
MA, Management in a Virtual Environment, 2013-2014
- **Kozminski University**
BA, Management (full-time), 2010-2013
- **Military University of Technology (WAT)**
Faculty of Electronics, electronics and telecommunications (engineering studies), 2008-2010
- **Digital Experts Club**
since 08.2021 • 200+ experienced digital executives

Winner of the 19th “Grasz o staż” (PwC), Poland’s oldest internship programme; gala in the Presidential Palace gardens, 2014

DIGITAL EXPERTS CLUB

Since August 2021 I have been a member of Digital Experts Club: a community of 200+ experienced digital and e-commerce executives in Poland. Workshops, congresses and knowledge sharing on what works in online sales, and more and more often on AI.



Digital Experts Club Summit 2021 in Sopot



Digital Experts Club congress

03 Campaigns and awards

Campaigns Iran

2.0M

views in total on YouTube



Trec 20th anniversary: "Ambition becomes reality" (Brand Lift +270%)

Trec Nutrition · 2022 · 491.8k views



Mariusz Tomczuk's champion stack (#Ambition)

Trec Nutrition · 2022 · 388.3k views



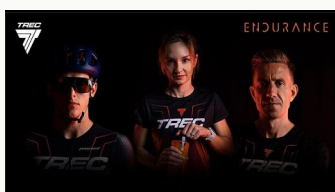
"The strength is in you - let it work"

Trec Nutrition · 2021 · 304.7k views



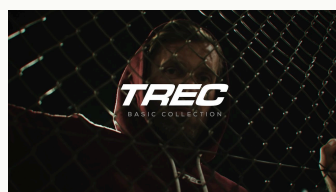
Passion drives Mateusz's life (#Ambition)

Trec Nutrition · 2022 · 262.7k views



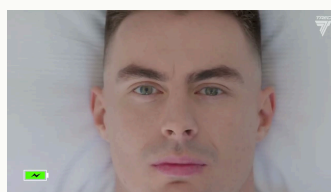
Trec Endurance: "Nothing will stop you"

Trec Nutrition · 2025 · 200.5k views



Trec Wear Basic Collection

Trec Nutrition · 2022 · 170.4k views



SLEEP-ER: "Be ready for tomorrow"

Trec Nutrition · 2022 · 41k views



Bestia Piechowiak x LPRO: "Jestem Bestią 2" (TREC TV)

Trec Nutrition · 2021 · 39.6k views

Awards

2017 Winner, "Most digital pharmacy", e-Commerce Poland Awards 2017 (Chamber of Electronic Economy)



2017 Nominee for the DOZ.pl mobile app, Mobile Trends Awards 2017



2019 Finalist, "EE Best Performance Marketing Campaign", International Performance Marketing Awards in London (PerformanceIN), DOZ.pl and Tradedoubler, October 2019



2019 Nominee, "Most effective affiliate programme", Performance Marketing Diamonds CEE, October 2019



2019 Grand Prix, Performance Marketing Diamonds CEE for the DOZ.pl SEO campaign (with Bluerank, organic traffic +45%)



2014 Winner, 19th edition of "Grasz o staż" (PwC internship programme)



04

References

Eleven LinkedIn references. Current position and the relationship at the time of the reference (16 Oct 2026).



Michał proved himself to be a very good e-commerce manager, always ready to acquire new skills and showing a very high level of enthusiasm for his work. Michał is well versed in many aspects of digital marketing and is passionate about what he does. He knows the products, understands how the market operates, and can attract new customers because he understands what they need. He was liked by coworkers, superiors, and customers. He is a great fit for a marketing team member as well as for an independent position.

Maciej Brzezicki

CCO, EVO Geulincx; former CEO, COO and Managing Director · then COO, Trec Nutrition



For over 2 years I had the pleasure of working with Michał in one group. As an e-commerce manager Michał has all the key qualities: responsiveness, a positive attitude, 100% commitment. His performance marketing skills, and the way he grows that knowledge and shares it with others, are second to none. What sets Michał apart is his exceptional analytical thinking and the way he inspires people. He also adapts easily to any situation and business dynamic. Any team would be lucky to have Michał; I can recommend him to any company looking for new talent.

Dawid Zet

UI/UX designer, HF Media · same team for over 2 years



I have been working with Michał for over 7 months now and since then his commitment, dedication to work and at the same time the passion he puts into it is unimaginable. I always got along well with Michał during these 7 months, and the effects of our cooperation were reflected in the achieved targets for projects in which we had the opportunity to participate. Michał always approached all tasks analytically and meticulously, thanks to which I was sure that everything would be done. I can confidently recommend Michał as a good leader and partner for cooperation in digital and brand projects.

Wojciech Górnaś

Strategy and Operation, AI Product Activation, Google · then Account Strategist, Google



Michał is really well-organised, intelligent and hard working person. I admire in him his deep product knowledge that is constantly improved by following all news and trends. Michał keeps an eye on the performance and always looks for additional opportunities that are a key factors in further org development. He's a great team player but also is able to take a full responsibility whilst hard/risky decisions have to be taken quickly. I can recommend working with Michał without any trace of doubt. His skills will be an additional value to any project.

Livia Michalczevska

Google; DBA, MBA, law and management · Google, partner on Trec campaigns



Michael is a great person to work with. He's very hard-working with great coordination skills which are needed in a fast changing environment as Groupon is. As my country contact for Groupon Poland, he was always willing to help out when needed and he pays great attention to detail on every campaign. With a vast knowledge of digital marketing, he showed great passion for continuously learning more.

Siobhan Cassidy

Research Assistant, Tusla – Child and Family Agency · then Groupon



I had a great opportunity to work with Michał in the DOZ.pl e-commerce team. Michał has excellent skills & knowledge in performance marketing. Thanks to his out-of-the-box thinking ability, Michał always had the best solutions for the business.

Kryspin Bober

Digital & eCommerce Manager, Samsung Electronics · then DOZ.pl e-commerce team



I have been working with Michał for many years in the field of performance marketing. He understands business very well, which translates perfectly into our collaboration and achieving our common goals. Engagement, partnership approach to cooperation, and communication at a very high level are the traits I value most in Michał.

Michał Mroczek

Client Development & Operations Director, performance and affiliate · then Tradedoubler



Michał is a brilliant marketer who, through deep data analysis and asking the right questions, can solve the most difficult problems or identify and take advantage of sales trends ahead of time. Michał, as a true expert and enthusiast of his product, can utilize its potential or compensate for its shortcomings. I highly recommend working with this unconventional individual, whose level of commitment and determination in project implementation often exceeded that of the business owners themselves.

Paweł Kujan

Paid Social Manager, CCC SA · campaign partner



I got to know Michał as a very good E-commerce Manager, always engaged in his duties and proactive. We managed to carry out many interesting campaigns together, which is why I can recommend his services to others.

Kamil Zakaszewski

Trec Wear Brand & Product Development Manager, Trec Nutrition · then Trec Wear, Trec Nutrition



I recommend cooperation with Michał, a specialist in all kinds of Internet campaigns. Michał is definitely a person who knows virtually everything about the Internet.

Dawid Rezler

Analyst · then controlling, Trec Nutrition



Working together with Michał, we managed to create many interesting, attractive and profitable advertising campaigns. The results of the advertising campaigns have been amazing, because Michał is always immersed in the process, always looking for the best solutions and always remains positive!

Artsiom Makeyev

Team Leader, Motion Graphic Designer · then UI designer, Trec Nutrition

Let's talk.

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mieszkolis.pl · [send a message](#) · linkedin.com/in/DigitalMarketingEcommerce



I consent to the processing of my personal data for recruitment purposes under the GDPR (EU Regulation 2016/679). Photos and video: AI-generated shoot based on my own photos. CV and website built with AI.