Leon Turasiewicz

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EXPERIENCE

Weelink.ai, Kraków, Poland — Dec 2025 – Present
Founder
AI film and paid-ads studio for brands and restaurants.

- Founded and run a one-person studio making commercials, product films, short-form social content and Meta ad creative; take each project from brief to final grade personally, with no crew and no handoffs.
- Clients include Lexus, Gillardeau, Champagne Jacquinot, Château Sainte Roseline, Paul Lato Wines, AJA Seafood, Farina and WineConnect.
- Biggest project to date: the Lexus ES launch commercial (see Lexus Kraków).
- Built the studio website and a client workspace with a shared content calendar (Next.js, Supabase) using Claude Code.

Toyota Romanowski / Lexus Kraków, Kraków, Poland — Aug 2026
Digital Marketing Intern
Largest Toyota and Lexus showroom in Europe; Dealer of the Year 2025.

- Audited the dealership's social media and marketing.
- Made a 73-second launch commercial for the new Lexus ES, starring the owners of Lexus Kraków: researched the brand and matched Lexus's tone of voice before writing, then wrote, storyboarded and produced it.
- Every shot is AI-generated (Higgsfield, GPT Image, Seedance); also did the sound design and the color grade in DaVinci Resolve.

WineConnect.ai, Kraków, Poland — Oct 2025 – Present
Marketing Manager (early team)
Pre-seed B2B SaaS: an AI sommelier and digital wine list that restaurant guests open from a QR code at the table.

- Joined at the founding stage; lead marketing and work in B2B sales alongside the founders.
- Onboarded more than 20 restaurants onto the platform.
- Ran WineConnect's largest marketing campaign so far, including paid Meta ads on Facebook and Instagram.
- Wrote the sales playbook (a six-stage funnel, demo-meeting script and objection handling) and the pricing arguments for the three subscription tiers.

Farina Restaurant, Kraków, Poland — Jan 2024 – Present
Digital Marketing Manager
Fish and seafood restaurant in Kraków.

- Grew the restaurant's social media following by about 15,000.
- Plan seasonal campaigns, such as the spring asparagus menu, and write the briefs for photo and video shoots.
- Run the restaurant's Meta ads and manage the freelance creators who shoot its content.

EDUCATION

EDHEC Business School, Nice · Los Angeles · Singapore — Sep 2025 – Jun 2029 (expected)
International BBA, Global Track

- EDHEC Business School, Nice (2025–26)
- UCLA Extension, Los Angeles (2026–27)
- Nanyang Technological University, Singapore (Jan – Nov 2028)

London Business School — Nov 2025 – Jan 2026
Mastering Digital Marketing in an AI World, 10-week certificate

Mougins British International School, Mougins, France — Sep 2023 – Jun 2025
A Levels: Mathematics, Economics, Business

SKILLS & LANGUAGES

AI production: Higgsfield, GPT Image, Seedance, DaVinci Resolve (color grading), CapCut (editing, sound design)
Marketing: Meta Ads, campaign planning, content strategy, B2B sales and product demos
Building: Claude Code, Next.js, Supabase
Languages: English (native), Polish (native), French (limited working)