

# LESIBANE MOHALE CREATIVE DIRECTOR

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## SUMMARY

Integrated Creative Director (Copy) with 20 years of experience building campaigns rooted in culture for global brands such as Diageo, Distell, and SABMiller across ATL, social, experiential, retail, and earned media. Experienced in leading multidisciplinary teams, senior stakeholder management and leading work that delivers measurable growth and impact.

## EXPERIENCE

RPM | London, UK | Senior Creative Copywriter

Nov 2022 – Dec 2024 (FTC)

Jan 2025 – Present (Freelance – Ongoing)

Clients: Diageo (Captain Morgan, Guinness, Malta Guinness), Disney

- Developed Captain Morgan's first pan-African integrated campaign, delivering 81% distinctiveness, 97% appeal, 100% affinity and 100% engagement (Kantar)
- Conceptualised Guinness Matchday, an award-winning football experiential platform engaging 1M+ fans
- Delivered a TTL toolkit to launch Guinness Draught in the US, Asia and EMEA markets
- Led a pitch win for Malta Guinness, creating a new big idea platform and brand assets across TV, OOH, BTL, social and experiential
- Executed a brand activation to launch Disney's The Bear Season 4 across UK food festivals
- Supported the launch of Captain Morgan Muckpit Melonsplash in East Africa

HEY HUMAN | London, UK | Freelance Senior Creative Copywriter (Ongoing)

November 2023 – Present

Clients: Diageo (Guinness, Johnnie Walker, Baileys)

- Developed Johnnie Walker Sounds of Summer, an ongoing festival activation platform engaging 750K+ fans across major UK music festivals
- Supported the relaunch of Guinness Smooth, delivering localisation-ready assets and toolkits spanning experiential and ATL
- Created BTL launch assets for Lovely Day for a Guinness across Africa and Indonesia, adapting platform comms for local markets
- Delivered a BTL toolkit and assets to launch Baileys Chocolate across the UK and Europe

160over90 | London, UK – Freelance Senior Creative Copywriter (Ongoing)

April 2025 – Present

Clients: Visa, International Olympic Committee, Phillip Morrison International

- Developed partnership strategy and campaign framework for Visa's FIFA World Cup 2026 programme in partnership with the National Bank of Kuwait
- Launched Purple Electric, PMI's new smoke-free product, across European markets
- Built an ongoing creative relationship delivering experiential campaigns across sport and culture
- Delivered a global pitch proposal for the International Olympic Committee

## Ogilvy | Accra, Ghana – Group Creative Director

Feb 2015 – Oct 2022

Clients: The Coca-Cola Company (Coca-Cola, Fanta, Sprite, 5 Alive, Minute Maid, Schweppes, Voltic), Diageo (Guinness, Guinness Smooth), Vodafone, Airtel, KFC, Barclays, Societe Generale Bank, Standard Chartered, Mondelez, Nestlé, Huawei, KLM, Unicef,

- Built and led a multidisciplinary team of 20+ creatives working across a large portfolio of local, regional and global brands
- Delivered a 60% year-on-year pitch win rate, contributing to agency revenue growth of 21% in 2022 (up from 8% in 2021)
- Creative lead on the Coca-Cola account across 15+ markets in West Africa
- Led Ogilvy to become the most awarded agency in Ghana and the 2016 Agency of the Year
- Onboarded clients such as Guinness, UNICEF and Nestlé through new business wins

## EARLIER CAREER

### Geometry Global | JHB, South Africa – Senior Copywriter/Group Head

Sept 2012 – Jan 2015

Clients: SAB Miller (Peroni, Miller Genuine Draught, Lion Lager), Vodacom, Cell C, Distell, Nestle

### TBWA Hunt Lascaris | JHB, South Africa | Senior Copywriter/Group Head

Sept 2007 – August 2012

Clients: Tiger Brands (Ace Maize Meal, Tastic Rice, Jungle Oats, Smoothies), Standard Bank, Stanbic Bank (West Africa), Nissan, Honda Cars, Nelson Mandela Children's Hospital, Adidas

### DDB South Africa | JHB, SA | Copywriter

Sept 2005 – August 2007

Clients: Unilever (Knorr, Robertsons Spices), Energizer, Citigroup, 1time Airlines, Phillips

### DDB South Africa | JHB, SA | Copywriter Intern

Nov 2004 – March 2005

Clients: First National Bank, The Rand Show Show

## KEY SKILLS

Creative Direction • Concept Development • Creative Strategy • Copywriting • Integrated Campaign Development • Experiential • Shopper • AI-Driven Ideation

## AWARDS

Indie Awards • Global Sabre Awards • Telly Awards • Gong Gong • Global HundredX Leadership Award • Ogilvy Pipe for Outstanding Leadership • FMBE Awards

## EDUCATION

Diploma in Advertising & Communications - Varsity College, South Africa (2003-2004)

Certifications: EMEA Black Management Accelerator - McKinsey (2021) • Effective Speaking & Presentation - Maurice Kerrigan (2014) • Ogilvy Digital Essentials (2013) • DDB Advertising Training Programme (2005)

\*References available on request.