

LESIBANE MOHALE

INTEGRATED CREATIVE DIRECTOR

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SUMMARY

Creative Director with 20 years of experience developing integrated campaigns for global brands across EMEA. I've worked across FMCG, sport, entertainment, finance and social impact, leading multidisciplinary teams and delivering award-winning work across film, experiential, shopper, digital, PR and social-first content. Having worked across diverse markets and industries, I bring a unique perspective on how brands can stay relevant across different cultures and audiences.

EXPERIENCE

160 OVER 90 – Creative Director

London, United Kingdom

Apr 2025 – Present (Freelance)

- Developed a global campaign toolkit for VISA's 2026 FIFA World Cup sponsorship strategy
- Delivered a global pitch response for the International Olympic Committee
- Launched PMI's smoke-free products (IQOS Purple Electric) across Europe through experiential
- Ongoing relationship developing B2B and B2C campaigns in the world of culture and entertainment

HEY HUMAN – Creative Director

London, United Kingdom

Jan 2025 – Present (Freelance)

- Created an ongoing activation platform for Johnnie Walker (+1M festivalgoers reached in the UK)
- Relunched Guinness Smooth across Africa with experiential, shopper and OOH
- Delivered a BTL toolkit to launch Baileys Chocolate in retail channels across the UK and Europe

RPM – Creative Head

London, United Kingdom

Nov 2022 – Dec 2024

- Developed Captain Morgan's first-ever pan-African TTL campaign (97% Appeal, 100% engagement)
- Conceptualised Guinness Matchday, an award-winning football viewing experiential platform
- Created a shopper toolkit to launch Guinness Draught in Indonesia and African markets
- Led a pitch win to re-launch Malta Guinness in West Africa through TV, OOH, social, shopper & experiential

OGILVY – Group Creative Director

Accra, Ghana

Feb 2015 – Oct 2022

- Built and led a multidisciplinary creative department of 20+ people across copy, design and production
- Oversaw creative output across 30+ brands across FMCG, banking, entertainment, telecoms and B2B
- Helped grow agency revenue by 21% and drove a 60% year-on-year pitch-win ratio
- Led the creative output for The Coca-Cola Company across 15+ markets in Africa
- Led Ogilvy to become the most awarded agency in Ghana and Agency of the Year

EARLIER CAREER

GEOMETRY GLOBAL – Creative Group Head

Johannesburg, South Africa

Sept 2012 – Jan 2015

TBWA HUNT LASCARIS – Creative Group Head / Senior Copywriter

Johannesburg, South Africa

Sept 2007 – Aug 2012

DDB SOUTH AFRICA – Copywriter

Johannesburg, South Africa

Sept 2005 – Aug 2007

KEY SKILLS

- Creative Direction
- Concept Development
- Creative & Content Strategy
- Integrated Campaigns
- ATL, BTL, Shopper, Social & Experiential
- Copywriting, Scriptwriting
- AI-driven ideation and visualisation

AWARDS & RECOGNITION

- FMCG Campaign of the Year - Indie Awards, 2025
- Gold for Most Immersive Event - FMBE Awards, 2025
- Bronze Craft (TV) – Telly Awards, 2021
- Platinum award - SABRE Awards, 2019
- Global Leadership Award - Ogilvy, 2018 & 2019
- Agency of the Year - Ogilvy Ghana, 2016

EDUCATION

- Diploma in Advertising, Marketing & Communications
- EMEA McKinsey Management Programme (Strategy & Business)
- Ogilvy Digital Marketing Certificate
- Senior Matric Certificate (incl. English and Maths)

INDUSTRY CONTRIBUTION

ADVERTISING LECTURER

Accra International School of Advertising & Design (AiSAD)

Accra, Ghana

2017 – Aug 2019