

LESIBANE MOHALE

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PROFESSIONAL SUMMARY

Senior Creative and Conceptual Copywriter with 15+ years of experience developing integrated, insight-led campaigns for global brands across the UK, Europe and Africa. Skilled in concept development, creative strategy and storytelling across ATL, shopper, experiential and digital. I bring a strong track record of leading teams, winning pitches and delivering culturally relevant work that builds brand fame and delivers measurable impact.

CORE SKILLS

- **Concept development:** Big ideas, integrated platforms, campaign ideation
- **Copywriting:** Short/long form, scripts, toolkits, brand storytelling
- **Creative strategy:** Brand positioning, TOV, messaging architecture, insights
- **Omnichannel:** ATL, BTL, shopper, experiential, digital, social, PR

EXPERIENCE

Senior Creative - Copywriter | RPM | London, UK

Nov 2022 – Dec 2024 (Contract) | Jan 2025 – present (Freelance)

- Developed Captain Morgan's first pan-African integrated campaign, achieving best-in-class Kantar brand-health scores (81% distinctiveness, 97% appeal and 100% affinity & engagement)
- Conceptualised Guinness Matchday, a through-the-line football activation platform that engaged over 1M fans across key African markets
- Led a global pitch win for Malta Guinness, shaping a new brand platform and delivering a full suite of assets across TV, social, experiential, digital and shopper

Senior Creative - Copywriter | HeyHuman, | London, UK

Aug 2025 – present (Freelance)

- Developed Johnnie Walker Sounds of Summer, an ongoing activation platform that engaged 750K+ fans across major UK music festivals
- Supported the relaunch of Guinness Smooth across pan-African markets by creating localisation-ready assets and multi-market rollout toolkits

Senior Creative - Copywriter | 160 over 90 | London, UK

April 2025 – present (Freelance)

- Collaborated with cross-functional teams to deliver a global pitch for the International Olympic Committee (IOC)
- Led the creative response for the IQOS Purple Electric RFP, crafting 10 culture-driven experiential big ideas inspired by music, art, design and culture

Group Creative Director | Ogilvy Africa | Accra, Ghana

Feb 2015 – Oct 2022

- Managed multidisciplinary team of 20+ creatives across a portfolio of 30+ brands
- Achieved a 60% pitch-win rate YoY, driving consistent pitch wins and growing agency revenue from 8 % to 21%
- Oversaw the Coca-Cola across 15 markets in WABU (West Africa Business Unit), delivering campaigns such as Coke Studio, Coke Fest and the FIFA Trophy
- Implemented operational processes such as traffic and production workflows that streamlined delivery and improved turnaround times

EARLIER ROLES

Creative Group Head | Geometry Global | Johannesburg, South Africa

Sept 2012 – Jan 2015

Senior Copywriter & Group Head | TBWA | Johannesburg, South Africa

Sept 2007 – August 2012

Copywriter | DDB South Africa | Johannesburg, South Africa

March 2005 – August 2007

Intern Copywriter | Action Ambro's | Johannesburg, South Africa

Nov 2004 – Feb 2005

AWARDS & RECOGNITION

- FMCG Campaign of the Year - 2025 Global Indie Awards (Guinness Matchday)
- Gold for Most Immersive Event - 2025 FMBE Awards (Guinness Matchday)
- 11th globally out of the top 40 PR campaigns – 2019 SABRE Awards (UNICEF)
- Global HundredX - Ogilvy Global Leadership Award (2019)
- Ogilvy Pipe Award - Outstanding Leadership (2018)
- Agency of the Year & Most Awarded Agency – 2016 Gong Gong Awards (Ogilvy Africa)

EDUCATION

Diploma in Advertising (Summa Cum Laude)

Varsity College South Africa | 2003–2004

CERTIFICATIONS:

- EMEA Black Management Accelerator – McKinsey (2021)
- Effective Speaking & Presentation – Maurice Kerrigan (2014)
- Ogilvy Digital Essentials, Ogilvy Digital Marketing Academy (2013)
- DDB Advertising Training Programme (2005)