

LESIBANE MOHALE

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PROFESSIONAL SUMMARY

Creative Director (Copywriter)

Integrated creative director with 20 years of building world-class brands across TV, social, experiential and shopper. I've delivered 360 campaigns in diverse markets for global brands like Diageo, Coca-Cola, Barclays and Nestlé. I thrive at the intersection of brand, content and culture, translating brand strategies into ideas that deliver fame and drive impact.

CORE SKILLS

- **Concept Development:** Ideation, big idea development, integrated campaigns
 - **Copywriting:** Storytelling, brand guidelines, toolkits, short and long form copy
 - **Creative Strategy:** Brand positioning, tone of voice, messaging architecture
 - **Creative Direction:** Multidisciplinary team leadership, new business, production
 - **Omnichannel experience:** ATL, BTL, shopper, experiential, digital, social, PR
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PROFESSIONAL EXPERIENCE

Senior Creative Copywriter | RPM, London, UK

Nov 2022 – December 2024 (Contract) | Jan 2025 – Present (Freelance)

- Developed Captain Morgan's first-ever integrated pan-African campaign from concept to execution, achieving 97% brand appeal, 100% brand affinity and 100% engagement
- Conceptualised Guinness Matchday, a through-the-line activation platform that has engaged over 1 million football fans in multiple markets
- Won and delivered a +£500k pitch to launch a new creative platform for a non-alcoholic product across multiple markets
- Delivered RPM's first big TV commercial, managing a production budget of +£800k

Senior Creative Copywriter | 160/90, London, UK

April 2025 – Present (Freelance)

- Delivered an RFP response for a global product launch in partnership with senior agency stakeholders
- Developed a partnership strategy toolkit for VISA and the FIFA World Cup campaign, including concept development, asset guidelines and execution
- Conceptualised experiential concepts rooted in culture for lifestyle brands aimed at a UK and European audience

Senior Creative Copywriter | HeyHuman, London, UK

Nov 2023 – March 2024 (Freelance)

- Conceptualised Johnnie Walker Sounds of Summer, a brand experience we executed at the UK's biggest music festivals including British Summer Time and All Points East
- Engaged over 750,000 festival fans through the activation
- Developed creative concepts and copy across social, digital and experiential

Group Creative Director | Ogilvy Africa, Accra, Ghana

Feb 2015 – Oct 2022

- Managed a multidisciplinary team of over 20 people across a portfolio of 30 brands
- Achieved a pitch win ratio of 60% YOY and improved revenue growth by 21% in 2022
- Creative lead on the Coca-Cola account across 15 markets in Africa
- Led Ogilvy to become the most awarded agency in Ghana at the Gong Gong Awards

Creative Group Head | Geometry Global – Johannesburg, South Africa

Sept 2012 – Jan 2015

Senior Copywriter & Group Head | TBWA Hunt Lascaris – Johannesburg, South Africa

Sept 2007 – August 2012

Copywriter | DDB – 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)
 - **x6 SABRE Awards** – Ranked 11th globally out of the top 40 PR campaigns (UNICEF)
 - **Agency of the Year** – Gong Gong Awards, Ghana (Ogilvy Africa)
 - **Global HundredX** – Ogilvy Global Leadership Award, 2018
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EDUCATION & CERTIFICATIONS

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

Certifications:

- EMEA Black Management Accelerator (McKinsey & Company), 2022–2023
- Effective Speaking & Presentation (Maurice Kerrigan), 2014
- Ogilvy Digital Essentials, Ogilvy Digital Marketing Academy, 2013