

# LESIBANE MOHALE

INTEGRATED CREATIVE DIRECTOR

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## ABOUT

Integrated Creative Director and Senior Conceptual Copywriter with 20 years of experience creating award-winning work across ATL, experiential, shopper and social. Led campaigns for global brands including Guinness, Coca-Cola, Visa and Cadbury across EMEA, combining creative strategy, concept development and storytelling to build distinctive, culturally relevant brand platforms that drive fame, engagement and effectiveness.

## KEY SKILLS

Creative Direction • Concept Development • Creative Strategy • Copywriting • Scriptwriting • ATL • Experiential • AI-Driven Ideation • Cross-Functional Leadership • Pitch Development • Team Leadership

## EXPERIENCE

### HEY HUMAN | LONDON, UK | FREELANCE CREATIVE LEAD

Jan 2025 – Present

Clients: Guinness, Johnnie Walker, Baileys

- Built strategic platforms and campaign ideas across drinks, FMCG and culture-led brands
- Developed Johnnie Walker Sounds of Summer, reaching 750K+ fans across UK music festivals
- Created market-ready toolkits for 'Lovely Day for a Guinness' to launch in Africa and Indonesia
- Supported the Guinness Smooth relaunch across ATL, experiential, social and retail

### 160 OVER 90 | LONDON, UK | FREELANCE CREATIVE LEAD

Apr 2025 – Present

Clients: Visa, International Olympic Committee, FIFA World Cup, Philip Morris International

- Developed the strategic platform and campaign framework for Visa's 2026 FIFA World Cup programme in partnership with the National Bank of Kuwait
- Delivered a global B2B pitch for the International Olympic Committee in partnership with ABB
- Developed partnership-led ideas connecting global brands with audiences across Europe through sport, culture and live experiences

### RPM | LONDON, UK | CREATIVE HEAD

Nov 2022 - Dec 2024

Clients: Captain Morgan, Guinness Draught, Guinness FES, Malta Guinness, Disney+

- Developed Captain Morgan's first pan-African integrated campaign, achieving 81% distinctiveness, 97% appeal, 100% affinity and 100% engagement in Kantar testing
- Conceptualised Guinness Matchday, an award-winning football experiential platform that engaged 1M+ fans across multiple markets
- Led a successful pitch win for Malta Guinness to launch a new integrated creative platform

## **OGILVY | ACCRA, GHANA | GROUP CREATIVE DIRECTOR**

Feb 2015 - Oct 2022

Clients: Coca-Cola, Sprite, Fanta, Guinness, Vodafone, Airtel, KFC, Barclays, Mondelez, Nestlé, KLM, UNICEF

- Built and led a multidisciplinary creative team of 20+ across a portfolio of 30+ brands
- Drove revenue growth of 21% in 2022 versus 8% in 2021 through pitches and new business wins.
- Maintained a pitch win ratio of 60% year on year and onboarded brands including Guinness, Sprite, Fanta, UNICEF, Mondelez, Nestlé and Standard Chartered Bank
- Oversaw creative output for The Coca-Cola Company across over 15 African markets
- Africa, including Ghana, Nigeria, Ivory Coast, Rwanda, Cameroon, Senegal and Mauritius.
- Recognised with the Ogilvy Pipe Award and Global HundredX Award for outstanding leadership.
- Led Ogilvy to become the most awarded agency at the local Gong Gong Advertising Awards

## **EARLIER CAREER**

### **GEOMETRY GLOBAL | JHB, SOUTH AFRICA | CREATIVE GROUP HEAD**

Sept 2012 – Jan 2015

### **TBWA HUNT LASCARIS | JHB, SOUTH AFRICA | SENIOR COPYWRITER**

Sept 2007 – August 2012

### **DDB SOUTH AFRICA | JHB, SOUTH AFRICA | COPYWRITER**

Sept 2005 – August 2007

### **ACTION AMBROS | JHB, SOUTH AFRICA | COPYWRITER INTERN**

Nov 2004 – March 2005

## **AWARDS**

- Global Indie Awards
- FMBE Awards
- Global Sabre Awards
- Global HundredX Leadership Award •
- Gong Gong Awards
- Telly Awards

## **EDUCATION**

Diploma in Advertising & Communications | Summa Cum Laude  
Varsity College, South Africa | 2003 – 2005

## **CERTIFICATIONS**

- EMEA McKinsey Management Programme - Strategy & Business Fundamentals
- Maurice Kerrigan Effective Speaking & Presentation Programme
- Ogilvy Digital Marketing Academy, Digital Essentials Programme
- DDB Advertising Training Programme

\*References available on request

\*London-based. No sponsorship needed.

