

LESIBANE MOHALE

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PROFESSIONAL SUMMARY

Award-winning Creative Director and Copywriter with 20 years of experience delivering integrated campaigns across ATL, social, experiential and shopper. Skilled in big idea development, storytelling, creative strategy and leading multidisciplinary teams.

KEY SKILLS

- Big idea development
- Creative & brand strategy
- Copywriting & storytelling
- Omnichannel campaign development
- Multidisciplinary team leadership

EXPERIENCE

Creative Lead/Senior Copywriter | RPM, London, UK

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

- Led end-to-end creative development for Captain Morgan's first pan-African integrated campaign (TV, social, retail, experiential), achieving best-in-class Kantar **scores**: 81% Distinctiveness, 97% Appeal, 100% Affinity & Engagement
- Conceptualised and executed Guinness Matchday, an award-winning football platform that has engaged 1M+ fans across multiple markets
- Led a global pitch for Malta Guinness and developed creative assets across TV, OOH, experiential, shopper, social and digital channels

Senior Creative Copywriter | 160/90, London, UK

April 2025 – Present (Freelance)

- Collaborated on a multi-agency pitch for a global consumer brand to deliver brand experiences rooted in culture for a European and UK audience
- Worked in a team to deliver a partnership creative strategy toolkit for VISA's 2026 FIFA World Cup global sponsorship marketing strategy
- Developed copy and experiential and social-first ideas for lifestyle brands in the UK

Senior Creative Copywriter | HeyHuman, London, UK

Nov 2023 – March 2024 (Freelance)

- Conceptualised Johnnie Walker "Sounds of Summer", an activation platform that engaged +750K fans at the UK's biggest music festivals
- Led the development of brand toolkits for Diageo across ATL and experiential including supporting the launch of Guinness Smooth across pan-African markets

Group Creative Director | Ogilvy Africa, Accra, Ghana
Feb 2015 – Oct 2022

- Built and led a 20+ multidisciplinary creative team (art directors, designers, copywriters, digital and production)
- Delivered a 60% year-on-year pitch win rate and helped increase agency revenue to +21% in 2022 from 8% in 2021
- Managed a portfolio of 30+ local, regional and global brands across West Africa
- Led the Coca-Cola account across 15+ African markets (stills & sparkling), delivering campaigns like Coke Studio, Coke Fest and the FIFA World Cup
- Implemented operational systems like traffic and production workflows to streamline cross-department delivery, reduce bottlenecks and improve turnaround time

Previous experience

- Creative Group Head | Geometry Global, South Africa | Sept 2012 – Jan 2015
- Creative Group Head | TBWA Hunt Lascaris, South Africa | Sept 2007 – Aug 2012
- Copywriter | DDB, South Africa | March 2005 – Aug 2007
- Intern Copywriter | Action Ambro's, South Africa | Nov 2004 – Feb 2005
- Lecturer at the Accra International School of Advertising | Jan 2017 - Sept 2019

AWARDS & RECOGNITION

- FMCG Campaign of the Year – 2025 Global Indie Awards (Guinness)
- Gold for Most Immersive Event – 2025 FMBE Awards (Guinness)
- Ranked 11th globally out of the top 40 PR campaigns - 2019 Sabre Awards (Unicef)
- Global HundredX – Ogilvy Global Leadership Award (2018)
- Ogilvy Pipe Award for Outstanding Leadership (2018)
- Ghana Agency of the Year – Ogilvy Africa, Ghana (2016)

EDUCATION & CERTIFICATIONS

- Diploma in Advertising | Varsity College, South Africa, 2003 – 2004
- EMEA McKinsey Black Management Programme, 2022-2023
- Maurice Kerrigan Effective Speaking & Presentation Programme, 2014
- Ogilvy Digital Essentials, Ogilvy Digital Marketing Academy, 2013
- DDB South Africa Advertising Training Programme, 2005

ADDITIONAL INFORMATION

- Based in London, United Kingdom
- Eligible to work in the UK without restriction and the need for sponsorship
- References and share code available on request