

LESIBANE MOHALE

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PROFESSIONAL SUMMARY

Integrated Creative Director (Copywriter) with 20 years of experience crafting insight-led, culture-first campaigns for global FMCG and lifestyle brands in EMEA. My expertise spans creative strategy, concept development, storytelling and multi-channel campaign execution across above-the-line, social, shopper and experiential. I thrive at turning complex business challenges into culturally relevant big ideas that build fame, deliver results and drive real impact.

CORE SKILLS

- **Concept Development:** Ideation, big idea development, integrated campaigns
- **Copywriting:** Short form, long form, scriptwriting, brand toolkits
- **Creative Strategy:** Brand positioning, tone of voice, messaging architecture
- **Creative Direction:** Multidisciplinary team leadership, mentorship
- **Omnichannel experience:** ATL, BTL, shopper, experiential, digital, social, PR

EXPERIENCE

Creative Lead/Senior Copywriter | RPM, London, UK | Nov 2022 – Dec 2024

- Developed Captain Morgan's first pan-African integrated campaign; delivered Kantar brand-health scores of 81% distinctiveness, 97% appeal and 100% affinity & engagement
- Conceptualised and launched Guinness Matchday, a through-the-line activation that engaged 1M+ football fans across multiple markets
- Led the global pitch win for Malta Guinness, creating a new creative brand platform and delivering campaign assets across TV, social and retail

Freelance Senior Creative/Copywriter | Various Agencies, UK | Jan 2025 – Present

160over90 – Experiential & Cultural Marketing agency

- Collaborated with cross-functional agency partners across the globe to deliver a fan-first experiential-led pitch for the International Olympic Committee and its TOP partners
- Led a creative RFP response for IQOS Purple Electric, developing 10 exclusive, money-can't-buy experiences rooted in culture, music, art and design

HeyHuman - Brand, Content & Experiential agency

- Conceptualised Johnnie Walker: Sounds of Summer, an activation platform that engaged 750K+ fans across major UK festivals
- Developed a big idea platform, copy and a shopper activation toolkit to launch the new Baileys Chocolate in retail channels across Europe and the UK
- Produced localisation-ready assets and rollout toolkits to support the launch of new Guinness Smooth across pan-African markets.

RPM - Shopper Marketing & Experiential agency

- Developed the *Captain Morgan Personalisation* campaign, a social-first campaign that delivered +71% NSV, +62% volume, +0.59% market share and +2% market share in Kenya
- Supported the launch of a *Captain Morgan Melonsplash* innovation in East Africa

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

- Built and managed a multidisciplinary team of 20+ creatives across a portfolio of 30 brands
- Achieved a 60 % pitch-win rate year-on-year, driving consistent new business growth
- Improved agency revenue from 8 % in 2021 to 21 % in 2022
- Managed the Coca-Cola account across over 15 markets in West Africa, delivering campaigns such as Coke Studio, Coke Fest and the FIFA Trophy
- Implemented operational processes such as traffic and production workflows that streamlined the creative process and improved turnaround times

Earlier roles

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)
- **Sabre Awards** - Ranked 11th globally out of the top 40 PR campaigns (UNICEF)
- **Global HundredX** - Ogilvy Global Leadership Award (2019)
- **Sabre Awards** - Ranked 11th globally out of the top 40 PR campaigns (2019)
- **Ogilvy Pipe Award** - Outstanding Leadership (2018)
- **Most awarded agency & Agency of the Year** - Ogilvy Africa, Ghana (2016)

EDUCATION

Diploma in Advertising – Varsity College, South Africa | 2003–2004

Summa cum laude

Certifications:

- EMEA Black Management Accelerator | McKinsey & Company | 2022–2023
- Effective Speaking & Presentation | Maurice Kerrigan | 2014
- Digital Essentials | Ogilvy Digital Marketing Academy | 2013
- DDB Advertising Training Programme, 2005