

# 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.

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## 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 2019 – August 2012*

**Copywriter | DDB – Johannesburg, South Africa**

*March 2005 – August 2007*

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

*Nov 2004 – Feb 2005*

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**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