

LESIBANE MOHALE

London, United Kingdom | lesibane.mohale@gmail.com | +44 74 672 65975

Portfolio: <https://www.lesibanemohale.com/>

LinkedIn: <https://www.linkedin.com/in/lesibane-mohale/>

PROFESSIONAL SUMMARY

Creative Director / Senior Copywriter with 18+ years of experience delivering integrated, culture-driven campaigns for global brands across European and African markets. Skilled in shaping big ideas and leading multi-disciplinary teams from brief to execution across ATL, experiential, shopper and social. I blend strategic thinking, local market insights and creative storytelling to deliver work that drives commercial impact, relevance and brand fame at scale.

SKILLS

- **Concept development:** Ideation, big ideas, creative platforms, TTL thinking
- **Copywriting:** Scripts, long/short form, brand toolkits, social content
- **Integrated campaigns:** ATL, experiential, shopper, digital, social, PR
- **Creative leadership:** Team leadership, mentorship, senior client partnership
- **AI:** Prompt writing, visual concepting, AI-assisted research

EXPERIENCE

FREELANCE SENIOR COPYWRITER / CREATIVE LEAD

January 2025 – Present | London, UK

RPM | Shopper & Experiential Agency | London, UK

- Delivered a comprehensive suite of through-the-line assets to support the launch of Guinness Draught in a Can across established and new markets
- Led a global pitch win to roll out a new creative platform for Malta Guinness, developing assets from a brand TVC to shopper assets in Ghana and Nigeria

HeyHuman | Brand & Experiential Agency | London, UK

- Developed a shopper toolkit and creative assets to drive trial and awareness of Baileys Chocolate across the UK and Europe
- Created the Johnnie Walker Sounds of Summer experiential platform and activated the concept across major UK music festivals to reach over 750K+ consumers

160over90 | Sports, Culture & Entertainment Agency | London, UK

- Partnered with senior agency stakeholders to deliver global B2B creative pitch responses for the International Olympic Committee (IOC) and ABB Group
- Developed an activation partnership strategy and campaign framework for Visa's FIFA World Cup 2026 programme in partnership with the National Bank of Kuwait

Hue&Cry | PR and Brand Activation agency | London, UK

- Led the pitch process to develop a new global brand experience platform for Veuve Clicquot.
- Partnered with strategy, creative partner and account management to develop a full and present back to the LVMH global brand team

Senior Copywriter & Creative Head | RPM, London, UK | Nov 2022 – Dec 2024

- Led the development and execution of Captain Morgan's first pan-African integrated campaign across East, West and South Africa
- Developed creative assets from concept to final production across TV, OOH, social, radio, shopper and experiential channels
- Achieved best-in-class brand-health scores by Kantar - 81% distinctiveness, 97% appeal, 100% affinity & engagement
- Collaborated on the development of Guinness Matchday, an award-winning experiential platform that engaged over one million football fans

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

- Built and led a multidisciplinary team of 20+ creatives across a portfolio of local, regional and global brands
- Worked closely with the regional agency leadership to deliver a 60% year-on-year pitch win rate YoY, contributing to agency revenue growth of 21% in 2022 vs 8% in 2021
- Served as Creative Director for Coca-Cola across the West Africa Business Unit (WABU), overseeing creative output across 15+ diverse markets
- Led Ogilvy to be the most awarded agency in Ghana at the Gong Gong Awards

EARLIER EXPERIENCE

- **Creative Group Head** - Geometry Global, South Africa | Sept 2012 – Jan 2015
- **Senior Copywriter / Group Head** - TBWA, South Africa | Sept 2007 – August 2012
- **Copywriter** - DDB, South Africa | March 2005 – August 2007
- **Intern Copywriter** - Action Ambro's, 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)
- **11th globally out of the top 40 PR campaigns** – 2019 SABRE Awards (UNICEF)
- **Global HundredX** - Ogilvy Global Leadership Award (2019)
- **Ogilvy Pipe Award** - Outstanding Leadership (2018)
- **Agency of the Year & Most Awarded Agency** – 2016 Gong Gong Awards (Ogilvy Africa)

EDUCATION

Diploma in Advertising (Summa Cum Laude)

Varsity College South Africa | 2003–2004

CERTIFICATIONS:

- EMEA Black Management Accelerator – McKinsey (2021)
- Effective Speaking & Presentation – Maurice Kerrigan (2014)
- Ogilvy Digital Essentials, Ogilvy Digital Marketing Academy (2013)
- DDB Advertising Training Programme (2005)