



Mo

Creative Director

DEBUT YEAR: 2026

RDP
COMMS

KEY SKILLS:

Creative concept development, copywriting, campaign strategy, scriptwriting, film and video production, art direction, brand development, visual storytelling, integrated campaign delivery, content creation, print and digital production, creative direction.

SOFT SKILLS:

Natural storyteller, instinctive creative thinker, collaborative team player, calm under pressure, highly adaptable across formats and sectors, ability to translate complex briefs into simple and compelling ideas, infectious enthusiasm that brings the best out of those around him.

HIGH STRENGTH RATING IN:

Developing creative work that doesn't just look great but actually works from the initial spark of an idea through to final delivery across print, digital, and film. Mo's particular strength lies in his ability to wear many hats without dropping any of them, ensuring creative consistency and quality at every stage of a project.

Mo A.K.A. The Campaign Crusader



AGRI HEROES

WHETHER IT'S CONJURING A CAMPAIGN CONCEPT FROM THIN AIR, WRITING COPY THAT STOPS PEOPLE IN THEIR TRACKS, OR BRINGING A VISION TO LIFE ON FILM — HE DELIVERS EVERY TIME, CAPE OPTIONAL.

CREATIVITY 10

TEAMWORK 9

COMMUNICATION 10

INNOVATION 9

AGRI KNOWLEDGE 8