Sophie Leseberg Smith

CREATIVE

I am a go-getting creative from South London, with over 10 years of advertising experience at some of the best agencies in the world. I am enthusiastic, relentlessly determined and thrive under pressure.

With a background rooted deeply in culture, I originally came to writing through poetry, under the alias 'The Nasty Poet'. I have self-published my own book 'Blessings, Mainly Schoolings' and performed at some incredible venues from Boiler Room, the ICA, JustJam, Bussey Building and curated my own residency at Hoxton Hotel Group.

My copyrighting and creative direction has opened up a plethora of freelance opportunities and campaigns. In the last decade, I have written campaigns for Schuh, Schuh Kids, NTIA, Blok and have worked in collaboration with New Balance and Adidas. My script work has been featured in films for Vogue, Nowness, H magazine, to name a few. I have also written articles for Mission Statement Magazine and Sondr, interviewing musicians and cultural change makers.

Community is incredibly important to me, I run my own female neurodiverse walking group, Ayy.DHD and for the last five years I have curated and hosted the Lyricism Show on female-led radio station, Foundation.fm. I was also one of the founding original members of the Run the Boroughs run club.

Education

2019

An Introduction to Creative Advertising
Short Course, Central St Martins

2018

An Introduction to Indesign, Photoshop, Illustrator
Short Course, UAL

2013-16

History BA (2:1)
King's College London, UL

www.thenastypoet.com

sophieleseberg@gmail.com

London

Experience

2025 - PRESENT

SENIOR CREATIVE COPYWRITER, MAL/TBWA - APPLE

Most recently, I worked on an iconic Shot on iPhone music video and accompanying assets for Brutalismus3000, a German techno duo. This music video was a first of its kind experiment for Apple. We threw an iPhone into a real B3K rave in Berlin and the audience captured footage became the music video for their track 'Kairo'. The video and assets culminated in a truly authentic insiders' perspective of the Berlin club scene. In addition, we hijacked our own iPhone billboards in the city, placing stickers over the camera lenses, synonomous with the no filming club culture.

I have worked on the Apple Games launch in DE, iPhone, Apple Pay, Mac Students, Apple Music and created and ran a special project for Battersea Power Station, which saw a massive Made on iPad Christmas campaign projected across the towers.

2021- 2025

CREATIVE COPYWRITER, MAL/TBWA - APPLE

I joined MAL/TBWA, an agency dedicated only to Apple, with my art director, Abbey Monteiro, and was quickly promoted to a mid-weight role. We spent just over a month in Los Angeles, where we demonstrated a high-level of creative ability and business acumen. We have worked on briefs for Mac, iPhone, iPad and Fitness+. I was the copywriter in charge of the Apple Fitness+ social copy for the duration of my time at MAL in LA and we consulted on the brand identity.
During my time at MAL, I have proved myself as a strong advertising creative and have refined my craft, working on a wide range of briefs from brand platforms to TVC, digital and social work.

2019-2021

ACCOUNT MANAGER, WIEDEN + KENNEDY

In my near two years at Wieden + Kennedy, I worked across Three, Lurpak, F1. It was at W+K where I met my creative partner, Abbey Monteiro and we were given the opportunity to begin a creative partnership.

2017-2019

ACCOUNT MANAGER, J.W.THOMPSON

I was promoted to account manager after having joined JWT, now Wunderman Thompson, on their fiercely competitive 'Pioneer Programme' and built a strong career in account management, working across a wide breadth of clients, organising the day-to-day management and senior stakeholders.

2015-2016

PRODUCER, RINSE FM

I originally joined Rinse FM as a broadcast assistant and was promoted to a producer role. I was, at the time, the youngest employee and one of only two girls on the production team. Not only did the station teach me a niche skill-set in broadcast production and sound engineering, it modelled my professional work ethic and showed me that I am a strong and valuable team member.