

BENNY GATTEGNO

SENIOR
INTEGRATED
PRODUCER

PROFILE

Senior Integrated Producer delivering end-to-end, multi-channel campaigns for brands including Netflix, Nike, Samsung, and Afterpay. Spanning digital, social, OOH, experiential, and creator-led work, with ownership of budgets, production strategy, partnerships, and delivery from brief to launch.

CONTACT

M + 61 402 536949

E info@begatti.com

📍 Gold Coast, Australia

🌐 [Linkedin Profile](#)

KEY EXPERIENCE

SENIOR INTEGRATED PRODUCER

WE ARE AMPLIFY (SYDNEY) | 2023-CURRENT

- Lead end-to-end delivery of integrated campaigns across digital, social, OOH, experiential, and creator channels for global brands including Netflix, Nike, and Samsung
- Drive partnerships between brands, creators, and media channels to maximise reach and cultural impact
- Manage campaign budgets up to \$1M, ensuring efficient allocation across production, talent, and media deliverables.
- Drive creator and influencer partnerships from sourcing, contracting, and managing delivery across multi-platform campaigns
- Work cross-functionally with creative, strategy, PR, and media teams to deliver campaigns aligned to commercial and brand objectives
- Navigate complex approvals, legal frameworks, and stakeholder environments to deliver campaigns on time and at scale

DIRECTOR OF CONTENT

NEW MOON (LA) | 2018-2020

- Developed strategic relationships with high profile clients
- End to end management of all aspects of production
- Responsible for year on year department revenue growth
- Led the design and content team for the execution of all experiential design and content productions
- Social content management and creation for digital partners and influencers
- Managed the personal development of direct reports
- Member of the agency senior leadership team

HEAD VIDEO DIRECTOR

CONTIKI (LONDON) | 2014-2016

- Led the production of Contiki's content globally
- Worked with 7 regional offices across the world
- Developed annual creative & strategic content plans
- Produced yearly summer campaigns
- Responsible for department budget forecast and tracking

BENJAMIN GATTEGNO

SENIOR
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RECOGNITION

CAMPAIGN EXPERIENCE AWARDS 2026

GOLD - DIGITAL EXPERIENCE
GOLD - PRODUCTION
EXPERIENCE
Samsung x Vivid 2025

EVENT MARKETER EX AWARDS

GOLD - BEST MULTI MARKET
EVENT CAMPAIGN (B2C) | 2024
Samsung x Vivid 2024

BREAKTHROUGH DESTINATION OF THE YEAR AWARD

Mumbrella | 2023
*Snowy Mountains Tourism
Campaign*

SKILLS

- Relationship & partnership development
- Stakeholder management (senior & client-facing)
- Creator & talent partnerships
- Commercial production & budget management
- Cross-functional leadership (Creative, PR, Media)
- Contract negotiation & deal structuring

EDUCATION

BACHELOR IN BUSINESS, DOUBLE MAJOR IN ADVERTISING & MARKETING

QUT Brisbane | 2005-2008

CERTIFICATE IN DESIGN, GRAPHIC DESIGN

Shillington College | 2009

REFERENCES

GARETH DAVIES

MANAGING DIRECTOR | WE ARE AMPLIFY

T +61 426 897 910

E gareth@weareamplify.com

📍 Sydney, Australia

AARON BILHAM

HEAD OF PRODUCTION | WE ARE AMPLIFY

T +61 473 191 871

E aaronb@weareamplify.com

📍 Sydney, Australia

JACK BEDWANI

FOUNDER | NEW MOON

T +1 323 304 7084

E Jack@newmoon.com

📍 New York, USA