MONI BEGA

Creative Director | Content Intelligence for Live Entertainment

Buenos Aires, Argentina · EU citizen (Italian passport) · Available for projects in Latin America, Europe and worldwide
Email: hola@monibega.com · LinkedIn: linkedin.com/in/monibega · Portfolio: monibega.com · Instagram: @monibega

PROFESSIONAL SUMMARY

Content Intelligence for Live Entertainment: turning what happens inside a live production into content with a purpose — filling seats and stadiums, positioning a brand or an artist, or proving what a team is capable of producing. I diagnose each production and its audiences, build and lead the teams (production, creatives and data) and direct every piece from the inside, even in high-risk scenes.

Creative Director with 15+ years in large-scale live entertainment (musical theatre, concerts, festivals, opening ceremonies and immersive experiences). I work where the creative team's artistic vision meets the commercial strategy that brings audiences in. I build and lead multidisciplinary marketing and content teams for each project, using audience insight, content strategy and AI tools, so that what is communicated is born inside the show and fills the seats. For ceremonies, sports and live events, with or without tickets to sell, I lead backstage content and live coverage planned around the rundown: content that keeps working for brands, sponsors and broadcasters long after the event.

KEY ACHIEVEMENTS

- **Charlie y la Fábrica de Chocolate (2026)** — Led marketing & creative direction for the most nominated show at the first Premios Pinti (Teatro Colón, Buenos Aires, 2026; 11 nominations); the production won 4 awards, including Best Musical and Most-Attended Show of the Year.
- **La Sirenita (2025)** — As Marketing Director & Creative Content Lead, contributed to the integrated marketing and content strategy of a production that welcomed 200,000+ spectators across 92 performances at Teatro Gran Rex (Disney Theatrical Group license).
- **Paul McCartney — Freshen Up Tour (2019)** — As Marketing Director at Ozono Producciones, contributed to a 60,000+ capacity show at Campo Argentino de Polo, sold out in record time; direct liaison with Marshall Arts Ltd.
- **School of Rock (2019–2024)** — Andrew Lloyd Webber license. Launched and on sale in 2019; one month before opening, the pandemic forced the whole campaign into stand-by with tickets already sold. Premiered four years later, first in Madrid and then in Buenos Aires: 90,000+ tickets and the most nominated show at the 2024 Hugo Awards (18 nominations).
- **Chanta (2025–2026)** — Marketing direction from day one for an original title by Mariano Cohn, Gastón Duprat and Juan José Becerra: 45,000 tickets at Teatro Metropolitan, a season in Mar del Plata and a third season at Teatro Astral with record performances.
- **Soy Luna Live (2018)** — Marketing direction for the Disney live tour across Latin America: 500,000+ tickets.
- **South American Games Rosario 2026** — Creative Director & Content Strategist for the opening ceremony: 25+ reels, a recap and two aftermovies delivered in under a month.
- **Youth Olympic Games Buenos Aires 2018** — Backstage content production and broadcast coordination with OBS and the IOC.
- **12 festival editions** — Cosquín Rock (4), Buena Vibra (4), Maximus Festival (2), Personal Fest (2).

PROFESSIONAL EXPERIENCE

Live Entertainment Marketing & Creative Director — Ozono Producciones

Buenos Aires, Argentina / Madrid, Spain · Oct 2016 – 2026

- Led marketing, content and creative direction for large-scale productions: Matilda (160,000 tickets), School of Rock (Buenos Aires and Madrid), La Sirenita, Charlie y la Fábrica de Chocolate (160,000+ tickets), Chanta and Aladín.
- School of Rock Madrid: two months on site in Madrid, working with MP Producciones and Let's Go Entertainment.
- Built and led project-specific marketing and content teams, working with directors, choreographers, musical, visual and technical teams from the first idea.
- Script and content direction for the Disney+ launch projection mapping on the facade of Teatro Colón (2020).
- Marketing direction for the immersive exhibition Vida y Obra de Frida Kahlo, and for the Paul McCartney Freshen Up Tour in Argentina.
- Introduced the interactive carpet format for Teatro Gran Rex press nights, now a standard for the venue.
- Applied content intelligence, AI strategy and KPI analysis to campaign and content decisions.

Global Marketing Manager — Fuerza Bruta

Buenos Aires, Argentina / Global · 2 years, 5 months

- Global brand stewardship for local promoters worldwide: guidelines, content and sales materials, acting on behalf of the licensor to review and approve local campaigns.
- Seoul (four consecutive years); WA! premiere in Japan, covered from Argentina with correspondent Diego Poggi; on-site coordination for the first 360° Facebook Live in Argentina, produced by TN360 (2017); brand presentations with Kenzo, Nike, Audi and Porsche.
- Landmark events: Rio de Janeiro Carnival 2016, Youth Olympic Games opening ceremony Buenos Aires 2018 (broadcast coordination with OBS and the IOC), Wayra at MGM Theater Macau 2019, Rock in Rio 2019, Singapore Night Festival 2019, MDL Beast Saudi Arabia 2019.

Director of Communications — Cosquín Rock · Plaza de la Música · En Vivo Producciones
Córdoba, Argentina · Oct 2012 – Mar 2016
- Built the communications area from scratch for Argentina's largest rock festival and its venue, Plaza de la Música, growing it into an on-site content operation that produced in real time and broke news before the traditional media.
- Campaigns for Madonna, Queen + Adam Lambert, Muse, Blur, Justin Bieber, Cirque du Soleil, Arctic Monkeys, Robert Plant, Ringo Starr, Luis Miguel and 60+ artists.
- Crisis communication for rain, river floods and rescheduling: developed a festival app (personal lineup builder) with push notifications to alert attendees in real time, in a context of limited connectivity.
- Tracked down and unified 15 years of archive in every format (VHS, Betacam, film, digital), including historic performances by Charly García and Andrés Calamaro, for the documentary Cosquín Rock XV — El Rockumental, presented at BAFICI and released in cinemas; used with the post-2015 aftermovies to take the festival to international markets.

Director of Communications — 220 Cultura Contemporánea
Córdoba, Argentina · Jun 2011 – Mar 2016
- Launched the cultural center with Bob Gruen's John Lennon collection; exhibitions by Steve McCurry, Alberto Korda and Gaby Herbstein.

Multimedia Designer & Social Media Manager (Freelance) — Speedwagon Online Marketing
Guadalajara, Mexico · Feb 2010 – Dec 2011
- Digital campaigns for Tec de Monterrey, Tequila Campo Bravo and BIX retail chain.

Multimedia Designer — Y2k Networks
Córdoba, Argentina · Oct 2007 – Feb 2010
- Built chatbots for MSN Messenger in 2007, sensor-based interactive installations and Bluetooth brand activations for Disney and Motorola.

PRESS

- Ámbito (2026): Charlie y la Fábrica de Chocolate launch · La Nación (2023): immersive experiences and Vida y Obra de Frida Kahlo.

EDUCATION

- BA in Film & Television and Technical Producer — Universidad Nacional de Córdoba
- BA in Advertising — Universidad Empresarial Siglo 21; Lead Professor, Design & Creativity I

DANCE & ADDITIONAL EXPERIENCE

- Creator, Art Connection — performing arts project (Córdoba, Buenos Aires, Uruguay); declared of Cultural Interest by Córdoba Cultura
- 8-year jazz dance teacher training, evaluated by Noemí Coelho, Babi Pascual, Manuel Vallejos and Mariela Ruggeri; 4 years training in NYC (Steps on Broadway, Peridance, BDC), leading to an alliance with Broadway Dance Center for ISVP scholarships for Argentine students
- Certified stretching instructor — AMAIP, endorsed by FeDUA and INAES

SKILLS

Creative Direction · Marketing Strategy · Content Strategy · Content Intelligence · Audience Insights · Concept Development · Storytelling · Brand Experience · Live Entertainment Marketing · Musical Theatre · Festivals · Opening Ceremonies · Live Event Coverage · Backstage Content Production · Immersive Experiences · Campaign Management · Social Media · Team Leadership · Team Building · AI Tools · KPI Analysis
Languages: Spanish (native) · English