

MARTINA S. TACCONIS

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PROFILE INFO

Psychology graduate with experience in multi-channel marketing, campaign management, and partnership development across international markets. A year of cross-cultural solo travel has strengthened my ability to communicate authentically and thrive in dynamic, multi-functional environments. Highly open to learning, I bring a proactive mindset, a readiness to take ownership of projects and deliver measurable impact.

EDUCATION

AI for Marketing

HubSpot Academy | Online
October 2025

Fundamentals of Marketing

Google Digital Garage | Online
Jun 2023 - Jul 2023

Bsc Psychology

University College London |
London, UK
Sep 2020 - May 2023

- **1st Class Honours Degree**
- Example Modules: Brain & Behaviour, Decision-Making, Individual Differences.

Scientific High School

Liceo Valsalice | Turin, Italy
Sep 2015 - June 2020

- Graduated with highest commendations of 100/100 cum laude.

COMPUTER SKILLS

Digital Marketing Tools

- Meta Ads Manager, Google Analytics, WordPress, Meta Business Suite, Canva, Microsoft Office.

Data & Software

- Qlik, RStudio, Python, Adobe Suite.

LANGUAGES

- English (Native)
- Italian (Native)

PROFESSIONAL EXPERIENCES

Personal & Cross-Cultural Development

Sep 2024 - Now

- **Adaptability & Cross-Cultural Communication:** Travelled through diverse cultural contexts (India & Nepal) independently, demonstrating creative problem-solving and effective communication across languages and settings.
- **Social Media Engagement:** Supported content creation and community engagement efforts for an animal rehabilitation centre.
- **Emotional Intelligence:** Completed Yoga Teacher Trainings and worked as a yoga teacher, cultivating empathy and inclusive group facilitation.

Digital Marketing Executive

Oct 2023 - Aug 2024

TopCashback Ltd | London, UK

- **Campaign Execution:** Led the launch of the Italian market, managing marketing, customer service, and partnerships. Acquired **15,000+** users in 9 months and achieved a **50%** average monthly increase in **active members** through multi-channel campaigns (social, affiliate, paid media).
- **Affiliate Marketing:** Built and managed partnerships with bloggers, influencers, and publishers, driving **~20%** monthly increase in new users.
- **Social Media Strategy:** Developed Instagram and TikTok strategies to increase brand visibility and engagement.
- **Paid Media:** Ran and optimised Meta Ads campaigns, generating **~5,000** new customers in 4 months.
- **Data-Driven Optimisation:** Analysed performance metrics to improve campaign efficiency and conversion rates.
- **Advertiser Relations:** Negotiated with Italian and international partners to secure competitive offers and long-term collaborations.

Content Creator Intern

June 2022 - Aug 2022

Heyr | London, UK

- **Collaboration & Teamwork:** Contributed to content development team for the CBT-based wellbeing start-up Heyr; managed team discussions and merged input to create cohesive materials.
- **Content Creation:** Translated clinical research into engaging psycho-educational content, including in-app dialogues guiding users in self-awareness and adaptive coping strategies.

Qualitative Insights Assistant Researcher

Jan 2022 - Aug 2022

University College London | London, UK

- **Qualitative Market Research:** Assisted research on climate change attitudes, conducting interviews using the ZMET technique, a qualitative market research technique to explore beliefs and perceptions.
- **Insight Generation:** Reviewed past research, identifying trends and synthesizing information into themes for content analysis.