

MARTINA S. TACCONIS

 settled status

 tina.tacconis@gmail.com

 +39 3739009368



[Portfolio](#)

PROFILE INFO

Psychology graduate with hands-on experience in multi-channel marketing, campaign execution, and partnership development across international markets. I am passionate about supporting social impact initiatives through content creation and communication work. 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

Social Media Storytelling

Holden School | Turin, Italy
Sep 2019 - May 2020

Poetry Course

Holden School | Turin, Italy
Sep 2018 - May 2019

Scientific High School

Liceo Valsalice | Turin, Italy
Sep 2015 - June 2020

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

Yoga Teacher & Mindfulness Facilitator

Art of Living | Turin, Italy

Oct 2025 - Now

Gap Year

- **Social Media Engagement:** Supported content creation and community engagement efforts for an animal rehabilitation centre.
- **Mindfulness Support Techniques:** Trained as a Yoga Teacher in traditional ashrams for three months in India, with a focus on meditation, mindful breathing and spiritual guidance.

Digital Marketing Executive

TopCashback Ltd | London, UK

Oct 2023 - Aug 2024

- **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 content 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

- **Content Creation:** Translated clinical research into engaging psycho-educational content, including in-app dialogues guiding users in self-awareness and adaptive coping strategies.
- **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.

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.