

## PERFORMANCE MARKETER

# Nate Santoro

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## PROFILE

Marketing student specializing in paid advertising, conversion strategy, and performance optimization, with a growing interest in ecommerce strategy. Developing proficiency in campaign execution, audience targeting, A/B testing, and CRO. Gained hands-on experience in high-pressure environments, including private event work as a cook alongside one of Philadelphia's top chefs, developing precision, adaptability, and attention to detail in fast-paced settings. Currently seeking a performance marketing internship to apply strategic skills and drive results within a growth-focused team.

## WORK EXPERIENCE (8+ YEARS)

### Private Event Cook

*The Pump House / Aug 2024 - Present*

- Selected as one of the original four cooks at this exclusive private event space led by Top Chef winner Nicholas Elmi. Contributed to its reputation for elevated, handcrafted cuisine at high-end events serving 250+ guests, including a private dinner for Vanguard's CEO and executive team.
- Prepare refined menus in high-pressure environments, ensuring speed, consistency, and exceptional presentation for weddings, auctions, mitzvahs, and private clientele.

### Line Cook

*The Landing Kitchen / Jun 2023 - Jan 2025*

- Supported daily operations at one of Chef Elmi's sister restaurants, preparing gourmet toasts, sandwiches, and salad bowls with a focus on seasonal ingredients and creative plating.
- Maintained kitchen flow in a high-volume, fast-paced setting by multitasking effectively during peak service hours.

### Garde Manger Cook

*Lark / Sep 2023 - Mar 2024*

- Contributed to fine dining execution at another Elmi-led restaurant, focusing on composed cold dishes including salads, appetizers, and plated desserts.
- Delivered refined presentation and consistency under pressure, aligning with the elevated standards of the group's culinary vision.

### Shift Manager, Line Cook

*M2O Burgers & Salads / Apr 2019 - Dec 2021*

- Led shifts and supervised team members, ensuring seamless operations and high-quality customer service.
- Developed early leadership and multitasking skills while maintaining high standards in a fast-paced kitchen environment.

## CONTACT

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## EDUCATION

### West Chester University

*B.S. Marketing*

*Expected Dec '26*

*GPA: 3.6*

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## SKILLS

- Campaign Optimization
  - Conversion Rate Optimization
  - A/B Testing
  - Audience Targeting
  - Keyword Strategy
  - Landing Page Strategy
  - Ad Copywriting
  - UTM Tracking
  - Performance Analysis
  - Strategic Thinking
  - Creative Problem Solving
  - Collaboration
  - Adaptability
  - Microsoft 365
  - Canva
  - Wix
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## CERTIFICATIONS

- Google Ads Search
  - Google Analytics
  - HubSpot SEO
  - HubSpot Social Media Marketing
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## PROJECTS

*Personal Brand Website*

*natesantoro.com*

*Focused on:*

- Brand identity & layout
- CTA placement & flow
- Messaging and tone consistency