

# 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.

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## MARKETING PROJECTS

### WoofYard - Paid Media & Ecommerce Brand

- Launched and marketed WoofYard through Meta paid campaigns
- Generated \$2K+ in revenue during early campaign testing
- Tested creatives, audiences, and messaging angles
- Tracked CTR, CPC, and on-site behavior to evaluate conversion performance

### Personal Brand Website - natesantoro.com

- Designed and structured personal marketing website
  - Developed brand identity, layout, and messaging direction
  - Applied CTA placement and flow to guide user engagement
  - Ensured consistency in tone, positioning, and visual hierarchy
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## SKILLS

Campaign Optimization | Conversion Rate Optimization | A/B Testing | Audience Targeting | Keyword Strategy | Ad Copywriting | Performance Analysis | Strategic Thinking | Collaboration | Adaptability | Microsoft 365 | Canva | Wix

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## WORK EXPERIENCE (8+ YEARS)

### Private Event Cook

The Pump House / Aug 2024 - Jan 2026

- 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.

## CONTACT

natesantoro.com

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610-945-4486

Havertown, PA

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## EDUCATION

### West Chester University

B.S. Marketing

Expected Dec '26

GPA: 3.6

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## CERTIFICATIONS

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

- Marketing Strategy & Planning
  - Marketing Research
  - E-Commerce & Platforms
  - Business Policy
  - Consumer Behavior
  - Business & Society
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## LEADERSHIP

- Boy Scouts of America (2014 - 2021)
  - Movemakers Performance Group (2014 - 2022)
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## AWARDS

Union League Good Citizen Award (2020)

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## REFERENCES

Paul Becker

- 215 - 680 - 9730

Nicholas Elmi

- 215 - 266 - 8940