

Allan Rey Tato

Social Media Specialist

I'm Art, a digital media specialist with **over 2 years of expertise in video content creation and social media marketing**. My strengths lie in crafting compelling video content, devising impactful social strategies, and leveraging high-level communication skills for audience engagement. With a keen creative eye and **proficiency in SEO optimization**, I excel in driving brand visibility and meaningful audience connections.

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📍 Los Baños, Philippines

📷 instagram.com/allanreytato

WORK EXPERIENCE

Videographer/Video Content Creator

Roots of Health Inc.

09/2021 - 09/2023

Puerto Princesa City, Palawan

Roots of Health, founded in 2009, addresses reproductive health issues in Palawan, Philippines, through education and services

Achievements/Tasks

- **Achieved a six-figure growth in TikTok followership** on the social media platform.
- Successfully conducted in-depth analysis of social media trends resulting in increased engagement among viewers and audience.
- **Led the development of innovative concepts and ideas** to create compelling video content.
- Filmed and edited videos to promote the organization's initiatives, including educational materials, event coverage, and success stories.
- Collaborated with a team to develop engaging and informative video content that resonated with the target audience.
- Utilized Adobe Premiere Pro and other editing software to enhance the quality and visual appeal of the videos.

Contact : Media Director - Diana Moraleda - 09179543036

EODB Administrative Assistant

Department of Environment and Natural Resources

11/2019 - 08/2021

Central Office, Quezon City

Achievements/Tasks

- Played a key role in ensuring the smooth operation of the EODB and supporting its mission of promoting sustainable development and environmental conservation.
- Highly optimized nationwide service procedures to enhance business efficiency and streamline workflow for increased speed and operational ease.
- Assisted with organizing and coordinating meetings, preparing reports and documents, and **managing communication with stakeholders**.

Contact : SFMS - Cris Angelo Vispo - 09176294777

Production Assistant

GMA Network Inc.

08/2019 - 11/2019

Quezon City

Achievements/Tasks

- Worked alongside with producers and directors with setting up equipment, managing props and costumes, coordinating schedules, and ensuring smooth operations on set.
- Supported the production team in pre-production, production, and post-production activities for television shows and events.
- Gained valuable hands-on experience in the television production industry and **developed strong teamwork and communication skills**.

Contact : Director - Ralfh Malabunga - 09175182956

EDUCATION

Forestry

University of the Philippines Los Baños

08/2012 - 08/2016

GENERAL SKILLS

Ability to work under pressure.

Adaptable

Fast Learner

Data Analysis

Highly Creative

Communication

Leadership

TECHNICAL SKILLS

SOE Optimization

-Google Analytics, Agora, Google Ads Keyword Planner

Project Management

-Trello, MS Office

Visual Media

-Photography, Adobe Photoshop, Adobe Lightroom, Adobe Premiere Pro, Adobe After Effects, Canva, Wondershare Filmora

ACHIEVEMENTS

Scholarship Recipient – Toronto Film School (2020)

- One (1) of the twenty-three (23) selected Filipino applicants in the Film Production Program, which unfortunately was discontinued due to the COVID lockdown.

CERTIFICATES

Mega Digital Marketing Course A-Z (Udemy 2023)

The Social Media Marketing & Management Masterclass 2023 (Udemy)

Unsung Saring Bayani Workshop On Directing (Film Development Council of the Philippines 2021)

Participatory Program/Project Development and Management (Development Academy of the Philippines 2018)

LANGUAGES

Filipino

Native or Bilingual Proficiency

English

Full Professional Proficiency