AIRISH CHRISTIAN P. TABAY

SEO Specialist | Technical SEO | Local SEO | AI Search Optimization

Davao City, Philippines | Open to Remote Work

Email: airishchristian@gmail.com | Phone: +63 995 793 7620

Portfolio: https://airishchristiantabay.pinoyseo.net | LinkedIn: https://www.linkedin.com/in/airishchristian | GitHub: https://github.com/airishchristian

PROFESSIONAL SUMMARY

SEO Specialist and Licensed Electronics Engineer with 7+ years of telecom, network and IT engineering experience, now focused on **search engine optimization**. Skilled in technical SEO, on-page SEO, keyword research, local SEO, link building and AI search optimization (GEO) for small businesses. Uses Google Search Console, Google Analytics 4, Semrush, Ahrefs and Screaming Frog to audit websites, set baselines and report results in plain English. Improved a 12-page WordPress website to an SEO score of 100 and desktop performance of 92 in Google PageSpeed Insights.

KEY ACHIEVEMENTS

- **Strong Engineering Foundation** – Leverages 7+ years of experience in network engineering, data centers, IP routing, and server infrastructure.
- **Proven delivery at scale.** Commissioned 1,000+ telecom sites in Singapore and 700+ in Mindanao on tight rollout timelines, with zero critical defects at acceptance. I bring the same discipline to SEO plans and deadlines.
- **Data-Driven Decision Maker** – Skilled in transforming ranking, traffic, and competitor data into actionable business insights through clear, stakeholder-friendly reporting and performance analysis.
- **AI Search Optimization Expertise** – Optimizes websites for emerging AI-powered search and answer engines, including ChatGPT, Copilot, Gemini, Claude, and Perplexity, supported by structured data implementation and cloud technology expertise.
- **Leadership and Cross-Functional Coordination** – Google Project Management and ITIL 4 certified professional with extensive experience managing vendors, subcontractors, and multidisciplinary teams to deliver projects efficiently and on schedule.

SKILLS

- **SEO Services:** Keyword Research, On-Page SEO, Off-Page SEO, Link Building, Local SEO, Technical SEO, AI Search Optimization (GEO), SEO Audits, Competitor Analysis
- **Technical SEO:** Site Audits, Crawlability, Indexing, Core Web Vitals, Page Speed Optimization, Schema Markup (FAQ, Article, LocalBusiness), Site Architecture, Redirects, XML Sitemaps
- **Content and On-Page:** Search Intent Mapping, Title Tags, Meta Descriptions, Heading Structure, Internal Linking, Image Alt Text, Content Optimization
- **Local SEO:** Google Business Profile Optimization, Citation Building, NAP Consistency, Location Pages, Review Strategy
- **SEO Tools:** Google Search Console, Google Analytics 4 (GA4), Google Tag Manager, Looker Studio, Semrush, Ahrefs, Screaming Frog, Google PageSpeed Insights, Bing Webmaster Tools, Google Business Profile, Yoast SEO
- **Web Platforms:** WordPress, Elementor, Astra, Code Snippets, HTML, CSS, Javascript
- **Engineering and IT:** 4G/5G Integration, RF Testing, IP Routing, VLAN, TCP/IP, Servers, Virtualization, Network Monitoring, Vulnerability Assessment
- **Project Management:** Vendor Management, Stakeholder Coordination, Technical Documentation, Reporting, ITIL 4

- **Tools and Languages:** Python (basic), Linux Shell, Windows PowerShell, Microsoft Office, BricsCAD

PROFESSIONAL EXPERIENCE

Freelance SEO Specialist | Self-employed, remote | 2026 - Present

- Offer keyword research, on-page, off-page, local, technical and AI search optimization to small businesses in the Philippines and abroad.
- Audited and rebuilt my own portfolio website (12 pages): one H1 per page, clean H2/H3 hierarchy, rewritten titles and meta descriptions, FAQ schema on 8 pages, and internal links between every service page.
- Raised Google PageSpeed Insights scores on the homepage: mobile performance 58 to 80, desktop 70 to 92, SEO 92 to 100, and mobile largest-content load time 9.9 s to 3.8 s.
- Cut page weight by self-hosting fonts, resizing images, and loading booking scripts only on pages that use them.

Telecom / Network Engineer | Soonpoh Telecommunications Pte Ltd, Singapore (Contract) | Jul 2022 - Jun 2026

- Deployed 1,000+ telecom sites across Singapore with near 100% adherence to client specifications, improving 4G/5G coverage and reliability.
- Led integration and commissioning of Nokia AirScale (4G/5G): software upgrades, IP and VLAN setup, routing, troubleshooting and alarm clearing.
- Ran site validation, RF testing and walk tests, and wrote acceptance reports for project closure.
- Coordinated vendors and subcontractors, reducing deployment delays through proactive logistics and escalation.
- Authored WSH risk assessments and enforced Workplace Safety and Health standards on every site.

Telecom Implementation Engineer | HXPT Philippines, Inc. via Asia Peopleworks, Inc. (Contract) | Feb 2021 - Jun 2022

- Integrated and commissioned Nokia AirScale (4G/5G) and Wavence microwave across 700+ sites in the DITO rollout in Mindanao.
- Achieved zero critical defects at acceptance through end-to-end QA, IP configuration and system validation.

Telecom Implementation Engineer | Nokia Shanghai Bell via Philippine EPC Integrity Technology, Inc. (Contract) | Jun 2020 - Feb 2021

- Rolled out and commissioned Nokia AirScale (4G/5G) and Wavence microwave systems across Mindanao.
- Received the Service Star Award for outstanding project delivery and technical excellence.

IT Network Engineer / Data Controller II | Local Government of Tagum | Feb 2019 - Jun 2020

- Maintained data center infrastructure: servers, switches, routers, Wi-Fi, CCTV, LED walls and paging systems.
- Provided phone, VPN and desk-side IT support, with monitoring and preventive maintenance to reduce downtime.

Dean's Office Student Assistant (Working Scholar) | UM Tagum College | May 2013 - Jan 2018

- Handled administrative work and basic IT and network support for faculty.

PROJECTS

SEO Case Study: FlowerBarCebu.com | Local flower delivery, Cebu City | Ongoing | https://airishchristiantabay.pinoyseo.net/portfolio/flowerbarcebu/

- Built a keyword plan around high-intent local searches such as "flower shop Cebu" and "dried flowers cebu".
- Applied on-page, technical and local SEO: optimized titles and headings, schema markup, XML sitemap, location-focused pages and Google Business Profile optimization.

- Planned a content calendar of commercial and informational articles to grow organic traffic and leads.

Industry Collaboration

- Worked with and learned from Pinoy SEO and MalachiSoft during my transition into SEO.

EDUCATION

Bachelor of Science in Electronics Engineering | UM Tagum College | Graduated March 2018 | Dean's List (2014)

CERTIFICATIONS AND LICENSES

- ITIL 4 Foundation | Dec 2025
- Huawei Certified Cloud Developer Professional, Cloud Migration | Sep 2025
- Huawei Certified Cloud Developer Associate, Tech Essentials | May 2025
- Google Project Management Certificate | Aug 2023
- (ISC)2 Certified in Cybersecurity | Dec 2022
- Licensed Electronics Engineer | Oct 2018
- Licensed Electronics Technician | Oct 2018

TRAINING

- Workplace Safety and Health Management in Construction (WSHMCI) | Jun 2025
- Ethical Hacking: Vulnerability Assessment and Penetration Testing, GuideM IT Services | Dec 2024
- CCNA 200-301, 120-Hour Online Training, MNETIT | Mar 2024
- Cisco Networking Academy: Introduction to Cybersecurity, Cybersecurity Essentials, Networking Devices, Networking Essentials | Oct 2022
- Nokia Supervisor Training | Sep 2022

AWARDS AND AFFILIATIONS

- 2nd Place, Huawei Cloud Competition (HCCDP) | Oct 2025
- Service Star Award, Nokia Shanghai Bell | Jul 2020
- Member, Institute of Electronics Engineers of the Philippines, Singapore Chapter | 2023 - Present