

ERIC POSTON

Digital Strategy & SEO Consultant

DETAILS

ADDRESS

Columbia, South Carolina
United States

PHONE

8032002471

EMAIL

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LINKS

EricPoston.com

CORE SERVICES

- Website audits
- Technical SEO
- AI search optimization
- Structured data / JSON-LD
- Knowledge Graph readiness
- Digital presence audits
- Public profile cleanup
- Metadata optimization
- Campaign pages
- Content architecture
- GA4
- Google Search Console

PROFESSIONAL SUMMARY

Digital strategy and SEO consultant helping campaigns, nonprofits, creative ventures, professional firms, and public-facing brands strengthen online credibility, search visibility, structured data, and website performance. Background spans executive leadership, legal analysis, nonprofit development, digital publishing, content architecture, and multi-platform campaign execution.

SELECTED EXPERIENCE

Digital Presence & Portfolio Infrastructure, Independent Consulting

2018 — Present

- Built EricPoston.com as a professional portfolio, credibility hub, and consulting entry point, including landing pages, metadata, structured data, and sitemap architecture.
- Developed audit frameworks covering technical SEO, AI search interpretation, Knowledge Graph readiness, webmaster review, and digital brand consistency.

Co-Founder & Managing Officer, Chakhead, LLC

2018 — Present

- Managed digital, promotional, and operational workflows for an entertainment and creative services company with approximately 100 digital/music releases.
- Led multi-channel release and promotional campaigns supporting more than 60M cumulative video views and consistent cross-platform brand presentation.

Director of Digital Strategy & Independent Publishing, Self-Directed Portfolio Initiative

2018 — Present

- Authored and self-published six long-form volumes across Amazon KDP, Google Books, and Google Play Books, managing research, design, metadata, and distribution.
- Launched and maintained eight active web properties using

Schema.org

WordPress / Elementor

Wix / Wix Studio

Netlify

Google Business Profile

Amazon KDP

structured data, metadata optimization, and GA4 / Google Search Console performance review.

Founder & Executive Director, The Poston Foundation

2020 — Present

- Founded a South Carolina nonprofit and built donor-facing materials, campaign pages, capability statements, budget summaries, LOIs, and sponsorship collateral.
- Led the Carolina Cares direct-aid initiative, coordinating 50+ volunteers and serving hundreds of Columbia-area families.

Founder & Managing Partner, Chalmers Poston, LLC

2018 — 2022

- Founded and managed a private legal practice, overseeing client intake, matter evaluation, business development, document workflows, and deadline tracking.

EDUCATION

J.D., University of Virginia School of Law

B.S., Psychology, Duke University