



I am Charene Robinson. A furniture refinisher and owner of Olive Street Designs located in Northern California. I create instructional videos, showcasing the quality of work that can be accomplished using high quality products and processes. I share a mixture of step by step processes, final reveals, favorite products and tools.



## SOCIAL MEDIA

### **Followers**

1-2026

Facebook	285K
YouTube	134K
Instagram	16K
TikTok	55K

### **Audience Reach**

Facebook	10 MILLION
YouTube	1 MILLION
Instagram	212K
TikTok	120K

**Audience Overview:** DIYers, furniture refinishers, upcyclers, and creative homeowners who follow step-by-step tutorials and product recommendations.

**Location:** Primarily U.S., with additional reach in Canada, the UK, and Australia.

#### **Demographics:**

- Ages 30–65, majority women
- Homeowners, creative hobbyists, and furniture flippers
- Highly engaged, value hands-on tutorials and product recommendations

**Proven Results:** My instructional content consistently converts viewers into buyers.

In the last 30 days, products linked in my videos and linkable content generate nearly \$30,000 in Amazon sales.

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