



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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