

# Olivia Yarborough

## EDUCATION

### Clemson University

August 2020 - May 2024

Bachelor of Science in Marketing, Minor in Brand Communications

### Clemson University

July 2024 - May 2025

Masters of Science in Marketing

## EXPERIENCE

### DRB Homes, Charleston, SC — Senior Marketing Coordinator

March 2026 - Present

- Lead marketing for multiple residential communities across the division
- Manage community launches, grand openings, and broker events
- Oversee vendor relationships, budgets, timelines, signage, photography, print, and digital advertising
- Create social media content across Instagram and Facebook, increasing Instagram following by 31%
- Track Meta performance, lead generation, website traffic, and engagement metrics
- Manage HubSpot CRM, content calendars, and email campaigns

### DRB Homes, Charleston, SC — Marketing Coordinator

July 2025 - March 2026

- Coordinated marketing efforts for multiple communities, including social media, email campaigns, and HubSpot content management
- Supported grand openings, community launches, and realtor events
- Assisted sales team with flyers, brochures, and marketing collateral
- Managed website content and MLS listings to ensure accurate community information
- Coordinated photography, virtual tours, and vendor requests

### Charleston Empire Properties, Charleston, SC — Real Estate & Social Media Intern

May 2023 - August 2023

- Expanded TikTok presence to increase brand awareness in a new target market
- Photographed and filmed properties to support sales efforts
- Created graphics and marketing materials using Canva
- Used Follow Up Boss to manage client communication and follow-ups

## CONTACT

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## PORTFOLIO

<https://oliviayarborough.com/>

## EXPERTISE

- Canva
- HubSpot
- Google Analytics
- Adobe Suite

## HONORS

- President's List
- Life Scholarship

## REFERENCES

Available upon request