

REAL ESTATE

Douglas Elliman hires CMO with editorial background

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Samantha Yanks joins Douglas Elliman as chief marketing officer; Image credit: Douglas Elliman

By STAFF REPORTS

Real estate broker Douglas Elliman is looking to gain better traction with its marketing through a new hire.

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Samantha Yanks, a marketing expert with experience of over 18 years in luxury real estate, fashion and lifestyle content, will be joining the firm as chief marketing officer, overseeing its branding, digital marketing and positioning. She comes to Douglas Elliman from Modern Luxury, where she was most recently editor in chief of the magazines Gotham and Hamptons.

Editorial marketing

As the advertising industry has evolved, marketers need to create campaigns that resemble editorial content as close as possible.

With a background in editorial, Ms. Yanks hopes to steer the real estate firm towards a well-rounded brand with a close relationship with affluent home buyers. Part of her job will include overseeing Elliman Magazine and the Elliman Insider blog.

After expanding into California, Florida, Massachusetts, Brooklyn, Long Island and the Hamptons, Douglas Elliman aims to continue to grow with Ms. Yanks.

“Samantha’s focus throughout her illustrious career has been the crossroads of the real estate, fashion, beauty, travel, entertainment, culture, hospitality and interior design sectors,” said Scott Durkin, president and chief operating officer of Douglas Elliman, in a statement. “With this, she brings a unique and strategic vision to our brand, a wealth of experience and a tremendous network.

“She has also herself become a strong social influencer and built a substantial and highly-admired online presence with followers around the world,” he said. “We are very happy to have her on board at Elliman as she helps further propel the brokerage to the top of the real estate industry in all of our markets from Malibu to Montauk and from Manhattan to Miami.”



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A post shared by Douglas Elliman Real Estate (@douglaselliman...)

Ms. Yanks was also previously the fashion and accessories director for Niche Media, responsible for fashion trend content for numerous publications such as Hamptons, Los Angeles Confidential, Michigan Avenue and Philadelphia Style.

She also acted as accessories editor and ran the accessories department for O, The Oprah Magazine, as well as similar work for Vogue.

Acting as an expert, Ms. Yanks has appeared on numerous television programs such as The Today Show, Nightly News and Bloomberg.

“I am beyond thrilled to join Douglas Elliman and for the opportunity to work with this powerful global brand,” Ms. Yanks said. “I’ve always had a passion for real estate as it is so much about lifestyle, design, art and culture, and I look forward to bringing my strengths, knowledge and relationships in these areas to Elliman.”

The real estate brokerage recently gave its chief operating officer Scott Durkin an additional title.

The executive, who will now be president and chief operating officer, has been with the company since 2015. As Douglas Elliman continues to expand its presence in the United States, Mr. Durkin will oversee this growth effort ([see story](#)).

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