

Sara Cardenas

West Palm Beach, Florida | 561-475-0566 | sarakcardenas@gmail.com | [LinkedIn](#)

Promoted to Marketing Director in two years while competing as a full-time student-athlete. Today I run end-to-end marketing for a \$1B+ luxury real estate team. As a creative strategist for a branding agency, a podcast studio, and an event venue, I turn client goals into campaigns, content, and event experiences, from short-form video and print design to directing content on-site.

PROFESSIONAL EXPERIENCE

Meyer Lucas Real Estate

Jupiter, FL

Marketing Director

May 2026 - Present

- Direct brand strategy and creative direction across social, web, email, video, and podcast, using audience and performance data to build local authority in Jupiter and Palm Beach County.
- Lead go-to-market campaigns for every listing across social, Google Business Profile, print, and direct mail, positioning each launch to sell the home and win future listings.
- Built a full-funnel SEO content system for the Jup Scoop blog, pairing each listing with persona-based posts for buyers at every stage of their search.
- Own client lifecycle marketing, including a monthly CRM newsletter written as a local lifestyle publication and a personalized gifting program that drives referrals and repeat business.
- Direct The Lemon Drop, a 10-episode podcast on life in Palm Beach County, leading a three-person intern team and a guest lineup including notable members of the community.
- Produced a community school activation on a near-zero budget, using a candy-guessing game and QR sign-up to capture 60+ parent contacts and add them to the newsletter list.

Marketing Manager | Jun 2025 – May 2026 · Marketing Associate | Aug 2024 – Jun 2025 · Marketing Intern | May – Aug 2024

Meyer Lucas Companies

Jupiter, FL

Creative Strategist

May 2025 - Present

- Develop and produce creative for branding agency Hype Boss, podcast studio PodPlus Studios, and creative venue The Mother Ship, translating client goals into content, campaigns, and events.
- Produced dozens of highlight reels for speakers at Inman Connect San Diego, a national real estate conference, delivered within 72 hours as a paid personal-branding package.
- Edited personality-driven reels for SoFi Home Loans loan officers, helping a national fintech lender build trust with local homebuyers and agent partners.
- Designed signage and print for a podcast launch party, directed an intern content team on-site, and produced a recap reel spotlighting dozens of sponsors and local businesses.
- Co-launched and co-led a small business agency division, managing accounts across finance, food, events, and auctions with social, short-form video, and SEO content.

EDUCATION & LEADERSHIP

University of Miami Herbert Business School

Coral Gables, FL

Bachelor of Business Administration in Management and Marketing

May 2026

- Team Captain (3 years), University of Miami Cheerleading: Led a nationally competitive team that qualified for UCA College Nationals all four years; represented the University at the College Football National Championship, the Final Four, and on NBC and Good Morning America.

TOOLS

Design and video: Canva, CapCut | AI: Claude, Claude Code, Claude Design, and Claude in Chrome for browser automation