

# Kirk William Martin

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## PROFESSIONAL TRAINER

Highly adept at enabling employees to exceed goals through live and virtual training facilitation. Expert in curriculum development, project management and developing high-performance teams using 20+ years of successful corporate and entrepreneurial sales and marketing experience.

For more information, visit my website – [Kirk Martin Professional Trainer](#)

## AREAS OF EXPERTISE

- Sales Training & Curriculum Development
- Project Management & Consulting
- Strategic Thinking & Communication skills
- Banking & Financial Services experience
- Problem-solving & creative thinking
- Coaching & mentoring

## PROFESSIONAL EXPERIENCE

### Lincoln Financial Group

<b>Senior Consultant, Broker Education</b> , Corona, CA	2022-Present
<ul style="list-style-type: none"><li>▪ Design and deliver continuing education and development courses to external partners</li><li>▪ Created and facilitated a complete Absence Certification program for external partners</li><li>▪ Became a Society of HR Management (SHRM) Recertification Provider to award professional development certificates to employers</li></ul>	

### Protective Life

<b>Senior Training Specialist</b> , Corona, CA	2019-2022
<ul style="list-style-type: none"><li>▪ Developed and facilitated curriculum for new annuity product roll-out to 1200 participants</li><li>▪ Consulted with client back offices to determine training solutions for bank, broker and insurance sales agents</li><li>▪ Designed, developed and delivered 458 virtual training events to 11,482 participants during the quarantine</li><li>▪ Created training podcast delivery to participants unable to access technology</li></ul>	

### MUFG Union Bank

<b>Senior Instructor</b> , Brea, CA	2017-2018
<ul style="list-style-type: none"><li>▪ Developed, then facilitated curriculum for Private Bank Client Service call center new hires</li><li>▪ Integral part of delivery team to roll-out sales training company wide for new bankers</li><li>▪ Ported consumer and small business lending classes from instructor-led to web delivery</li></ul>	

### State Farm Mutual Insurance Company

<b>Agent/Owner</b> , Eugene, OR	2013-2017
<b>Agency Field Specialist</b> , Mililani, HI	2011-2013
<b>Financial Services Trainer</b> , DuPont, WA	2006-2011
<ul style="list-style-type: none"><li>▪ Grew book of business to \$2 million in annual premiums</li><li>▪ Facilitated sales training with attendees averaging 21% lift in production</li><li>▪ Consulted with Executives to determine training &amp; measure success using 4 Kirkpatrick levels</li><li>▪ Created company-wide SharePoint site to increase collaboration and decrease travel costs</li></ul>	

## EDUCATION

**Bachelor of Arts, Finance** – DePaul University, Chicago IL

## SKILLS AND LICENSES

- Human Performance Improvement (ISPI), Project Management (Kepner-Tregoe) & Sales Coaching (CRK Interactive),
- Series 7 and 63 FINRA licenses, Oregon Property & Casualty and Life/Health licenses
- Chartered Financial Consultant (ChFC), Retirement Income Certified Professional (RICP), Chartered Life Underwriter (CLU)
- Certified Leave Management Specialist (CLMS) from the Disability Management Employer Coalition (DMEC)