



KATHEN "KC" MARTIN

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□ PROFESSIONAL SUMMARY

Dynamic, relationship-driven sales leader with 20+ years of high-performance experience across automotive, real estate, fitness, and luxury retail environments. Consistently ranked in the top tier of sales, recognized for maintaining exceptional client satisfaction, producing strong gross revenue, and building long-term customer loyalty. Highly skilled in negotiation, lead generation, team leadership, CRM management, and developing strategic sales processes that drive profitability. Seeking a sales leadership or high-volume sales role closer to home to support a stable schedule while maintaining high earning potential.

CORE SKILLS & EXPERTISE

- High-Volume Sales & Revenue Growth: Consistently achieved Top 4 rankings and high gross averages in competitive luxury markets.
- Automotive Sales & Client Acquisition: Expertise in luxury vehicle sales, base financing, trade evaluations, and high-net-worth buyer relations.
- Leadership & Training: Led and trained high-performing sales teams, managed over 30 managers, and designed strategies for conversion and retention.
- CRM & Technology: Proficient in Salesforce, DriveCentric, DealerSocket, sales data analysis, forecasting, and pipeline management.
- Digital & Client Management: Expertise in Lead Generation, Digital Marketing, Online Reputation/Review Capture, and building loyal referral networks.

PROFESSIONAL EXPERIENCE

Bell Lexus North Scottsdale | North Scottsdale, AZ

Sales Consultant | – Present

- Consistently ranked Top 4 in sales every month throughout tenure.
- Led the dealership in online customer reviews, significantly increasing digital reputation and inbound lead flow.
- Maintained one of the highest gross averages in the company while delivering a high-touch, luxury-level customer experience.

- Built lasting relationships with repeat clients, referrals, and high-net-worth buyers seeking premium service.

HomeSmart Real Estate | Peoria, AZ

Licensed Real Estate Agent | 2002 – Present

- Negotiated and closed residential real estate transactions, ensuring seamless client experiences.
- Provided market insights and advisement on pricing, property valuations, and investment opportunities.

Highline Luxury Auto Sales | Phoenix, AZ

Luxury Automotive Sales Consultant | 2016 – 2019

- Sold pre-owned highline vehicles (Mercedes, BMW, Lexus, Porsche) with a focus on relationship-driven sales.
- Delivered strong closing ratios and built a loyal referral network.

Scottsdale Bullion & Coin | Scottsdale, AZ

Metals Advisor | 2012 – 2015

- Consulted clients on gold and silver investment strategies with strong close rates, successfully engaging high-net-worth individuals.
- Maintained long-term customer relationships and delivered consistent revenue growth.

Swiss America Trading Corporation | Phoenix, AZ

Sales Manager | 2009 – 2012

- Led and trained a high-performing sales team, increasing company revenue and market share.
- Designed sales strategies that boosted conversion rates and customer retention.

Fitness 1 Gyms | Phoenix, AZ

Vice President of Sales | 2007 – 2009

- Increased membership revenue through strategic partnerships and campaigns; trained sales teams and drove new member acquisition.

LA Fitness | Phoenix, AZ

Manager / General Manager / Vice President of Operations | 2000 – 2007

- Oversaw multi-location fitness operations, improving profitability and efficiency.

- Recruited and managed over 30 sales managers and teams; directed membership sales strategies.

MILITARY SERVICE & EDUCATION

United States Navy

Petty Officer

- Led teams in executing strategic operations with precision and efficiency; developed strong leadership, discipline, and decision-making skills.

Education & Certifications

- Real Estate License – Arizona
- Local youth competitive baseball coach
- CPR & First Aid Certified