Mitch Walker

Sales and marketing for the jewelry industry · Dallas, Texas
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Summary

Salesman and content creator with nearly 20 years of selling to independent business owners, in pharmaceuticals, mattresses and now fine jewelry. Earlier in my career I was promoted into district management at three companies and ranked 1st of 25 district managers in the nation in Q1 2015. Today I'm a territory manager for Ostbye, the founder of My Jewelry Marketing, and an independent sales rep for Golden Mattress Company, where I built the dealer portal and the retail website. I build working sales and marketing systems with Claude and other AI tools. Oklahoma Army National Guard veteran.

Experience

Territory Manager, Ostbye · July 2024 to present · Oklahoma, Texas and Louisiana

- Grew territory sales from about $650,000 to more than $1 million since taking over in July 2024.
- Manage a three-state territory of independent fine jewelry and bridal retailers: new accounts, product performance, promotions and associate training.

Founder, My Jewelry Marketing · August 2026 to present · myjewelrymarketing.com

- Film, edit and run monthly Facebook content for independent jewelry stores, with a monthly performance report.
- First month with Ell's Jewelry (September 2026): 48,543 Facebook views, up from 7,779 a year earlier. The Diamond Shop: 15,497, up from 1,062.

Manufacturer Sales Representative (independent contractor), Golden Mattress Company · 2017 to present · Dallas

- Grew wholesale distribution to more than 70 Dallas retail stores, with market penetration up 20% in the first year.
- Reworked marketing and sales training for more than 40 retail partners.
- Built and run the dealer portal (ordergmc.com) and the retail store (goldenmattressretail.com), and made the sales videos and materials.

Bid Consultant, NewGold, LLC (federal contracting) · 2021 to present

- Consult on federal government contract bids, helping NewGold prepare and win them.

District Sales Manager, inVentiv Health (GSK contract) · 2015 to 2017 · Oklahoma City

- Promoted from rep. Led 9 reps; 5th district in the nation for NBRx share change in the first 6 weeks of launch.

Diabetes District Business Manager, Publicis Touchpoint Solutions (AstraZeneca contract) · 2014 to 2015

- Ranked 1st of 25 managers in the nation for Q1 2015, managing reps across six states.
- As a sales specialist before that, took a territory from 41st of 85 to 3rd.

Sales Consultant → Senior Sales Representative and Field Sales Trainer → District Sales Manager, Hawthorn Pharmaceuticals and Pernix Therapeutics · 2007 to 2013 · Oklahoma and Texas

- District Sales Manager, South Texas: 1st of 10 districts in total sales and 2nd of 11 on the company's composite ranking, 2012. Led 13 reps.
- Senior Sales Representative and Field Sales Trainer: took a bottom-tier territory into the top 5 in five months.
- Sales Consultant: highest annual sales in the territory's history; launched and promoted 19 products.

Earlier: sales for Unishippers (2006 to 2007), and server, bartender and sales trainer at restaurants in Norman while at OU.

Also co-owner and host, with Brittany Walker, of three rental homes in Colorado and Texas: Airbnb Superhost, 4.99 across 89 reviews.

Education

- University of Oklahoma, BA in Letters, minor in Latin (2006). Pi Kappa Alpha treasurer and recruitment chair; later chapter advisor
- inVentiv Manager 101; pharmaceutical and district management sales training

Military service

- Oklahoma Army National Guard veteran: Specialist (E-4), wheeled vehicle mechanic, 245th Engineer Company. Mobilized for Operation Noble Eagle in 2003 (Pine Bluff Arsenal, Arkansas). Army Achievement Medal. Honorable discharge

Skills

Territory management · Consultative and Challenger selling · Sales team leadership and field training · Facebook content strategy · Macro product video on Sony a6700 and ZV-E10 II · DaVinci Resolve and Premiere Pro · AI systems built with Claude and Claude Code (sites, content system, automated reporting, prospect pipelines) · Live production (OBS Studio) · Website building (Shopify, Astro)

AI and automation tools: Claude, Claude Code, Claude in Chrome, MCP connectors, ChatGPT, Gemini · Higgsfield, Runway, OpenArt, OpusClip, Adobe Firefly and Express, Canva AI, VoiceStudio · DaVinci Resolve Studio, Premiere Pro, Photoshop, HyperFrames · Google Workspace and Apps Script, Supabase, Cloudflare, Vercel, Astro, Shopify, Resend · Meta Business Suite, Metricool, Google Search Console, Bing Webmaster Tools

Recommendations

"Mitch has been an award winning sales rep and district manager his entire career at Hawthorn Pharmaceuticals." (Lynne McMullin, Hawthorn Pharmaceuticals) · "Mitch has a true desire to help his team members be better sales people." (Ian McConkey, inVentiv Health) · Full letters available on request.