

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)

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.