
Mahashwar (Legal Name: David Lokietz)

“Confidence through Competence”

Orlando, FL | (352) 406-7707 | mahashwar@confidencethroughcompetence.com |
confidencethroughcompetence.com

PROFESSIONAL SUMMARY

Revenue-generating **Training Executive & Technical Learning Specialist** with 30+ years of experience integrating **behavioral psychology** with **transformational adult learning**. Known for training sessions so impactful they once drew a **\$1,300 auction bid**, won by a participant who vowed to secure it “no matter the cost.” Expert at translating complex software and business concepts into instantly graspable insights that drive engagement, retention, and measurable results.

Proven success designing and delivering full-scale training ecosystems—virtual, in-person, and hybrid—that elevate performance, customer success, and team capability. Blends **applied behavior analysis**, **instructional design**, and **technical expertise** to produce programs that deliver results people remember and businesses measure.

CORE COMPETENCIES

- Technical & Corporate Training Delivery (Virtual + Onsite)
- Evidence-Based Training Design & Implementation
- Curriculum & Content Development
- Software Onboarding & Customer Education
- Behavioral Psychology & Adult Learning Principles
- Staff and Client Empowerment through Coaching & Training

PROFESSIONAL EXPERIENCE

Resaleworld.com – Orlando, FL

Senior Training Manager & Customer Success Lead | 2025 – Present

- Deliver 70+ webinars annually with over 270 total attendees, combining free and paid sessions, including phone, virtual, and on-site trainings.
- Generate company revenue through paid phone, virtual, in-house, and on-site trainings, while also delivering complimentary onboarding and webinar programs
- Design, develop, and deliver all training curriculum, documentation, and instructional materials from the ground up using adult learning principles.
- Lead new client onboarding, customer success training, and internal team development to ensure retention, engagement, and software adoption.
- Create promotional visuals and marketing materials using Canva and Mailchimp, driving attendance through social and email campaigns.
- Support e-commerce integrations (Shopify, eBay) with LibertyREACT software, training clients and internal teams on technical workflows.
- Cross-train sales and support teams in product use, soft skills, and proprietary system tools.

Training Specialist & Technical Support | 2004 – 2025

- Delivered quarterly in-person client training sessions (2-day format) beginning in 2007.
- Provided technical support and web development assistance while progressively developing training expertise.
- Built deep product knowledge and customer relationships that led to promotion to Senior Training Manager.

Computer Training Consultant (Self-Employed) - Lake County, FL

Owner / Trainer | 1997 - Present

- Provide one-on-one and small-group training for professionals, seniors, and small business owners in Microsoft Windows, Word, Excel, and other software.
- Developed and launched a **computer literacy training program** for Tavares Public Library (2012–2014) - creating a full curriculum where none existed.
- Maintain long-term client relationships through personalized instruction, measurable progress, and clear communication.

Healthcare Consultant (Self-Employed) – California

Administrator & Qualified Mental Retardation Professional | 1993 – 1998

- Established 7 new ICF/DD facilities from licensing through full operational implementation.
- Delivered certification training for new administrators; achieved **deficiency-free state surveys** across multiple facilities.
- Authored and commercialized a Policy & Procedures Manual sold statewide to licensed facilities.

EDUCATION & CREDENTIALS

California State University, Los Angeles

- Certified in Applied Behavior Analysis in Educational Settings, 1988
- **Instructor of Record:** *Psychology 100 (Introduction to Psychology)* — independently designed and taught full course for 120+ students, supported by a graduate assistant.
- **Co-Instructor:** *Psychology 501 (Advanced Graduate Course in Behavioral Psychology)* — collaboratively taught graduate-level coursework, delivering lectures and grading graduate student projects.
- Invited lecturer on behavioral psychology topics including Punishment vs. Non-Punishment Techniques, Stimulus Equivalence and Errorless Training, and Learning and Behavior Applications

State University of New York, College at Oswego

- Bachelor of Science, Psychology, 1985

PUBLICATIONS & PRESENTATIONS

Lokietz, D. "Learned Food Aversion in Sea Anemones, *Anthopleura elegantissima*." Paper presented at the Western Psychological Association Annual Convention, April 1991.