
Mahashwar (Legal Name: David Lokietz)

“Confidence through Competence”

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PROFESSIONAL SUMMARY

Revenue-generating Training Executive and Technical Learning Specialist with more than 30 years of experience helping organizations master complex software, workflows, and operational systems. For nearly two decades I have trained thousands of users on enterprise retail, POS, inventory management, and e-commerce platforms delivered in both on-premise and SaaS environments. My audience includes owners, front-line staff, administrators, consultants, external technical teams, internal support, and sales. Known for turning complex systems into simple, actionable insights that users retain immediately

My training approach blends behavioral psychology, adult learning science, humor, and memorable analogies to increase adoption, reduce support tickets, and improve performance across entire organizations. I partner closely with product, engineering, customer success, support, and marketing teams to design and deliver training that drives measurable business results. My work has earned exceptional customer loyalty, including a \$1,300 auctioned training session at a national conference.

CORE COMPETENCIES

- Corporate Training & Facilitation
- SaaS and Cloud Environments
- Technical Product & Workflow Training
- Customer Enablement & Onboarding
- Adult Learning & Behavioral Psychology
- Curriculum & Content Design
- Webinar & Virtual Training Delivery
- Cross Functional Collaboration (Product, Support, Sales, CS)
- Data Driven Training & Performance Optimization
- Customer Retention and Revenue Focused Training
- Simplifying Complex Technical Concepts

Tools & Technologies: Camtasia, Canva, GIMP, Notion, WordPress, Mailchimp, HTML, CSS, PhpStorm, Notepad++, SMARTY, MS SQL, MySQL, Shopify, eBay, xCart, Zoom, Google Meet

PROFESSIONAL EXPERIENCE

Resaleworld.com – Orlando, FL

Senior Training Manager & Customer Success Lead | 2025 – Present

- Deliver more than 70 webinars annually, including free and paid sessions, reaching more than 270 total attendees and consistently generating repeat training revenue.
- Design, develop, and deliver all training curriculum, documentation, and instructional materials from the ground up using adult learning principles and behavioral psychology.
- Generate repeat revenue through paid virtual, phone, Masterclass, and on-site trainings. Clients consistently request me by name because my sessions create clarity, confidence, and measurable improvements in daily operations, leading directly to long-term customer retention.
- Lead customer onboarding and training strategies that improve adoption, reduce support tickets, and strengthen long-term retention.
- Partner with product, engineering, customer success, support, and sales to align training with technical workflows and customer use cases.

- Create marketing visuals and email campaigns using Canva and Mailchimp to promote training offerings and increase attendance.
- Train clients and internal teams on LibertyREACT's e-commerce integrations, including Shopify and eBay, improving operational efficiency and online sales workflows.
- Cross-train internal support staff, consultants, and sales teams in product usage, soft skills, and technical troubleshooting strategies.

Training Specialist & Technical Support | 2004 – 2025

- Delivered in-person, two-day comprehensive training sessions beginning in 2007, consistently driving customer adoption, satisfaction, and repeat business.
- Provided technical support and assisted with web development while steadily expanding training responsibilities across departments.
- Developed deep expertise in Liberty software, customer workflows, and resale industry operations, leading to promotion to Senior Training Manager.
- Recognized repeatedly by leadership for the ability to make complex concepts simple, explain “why” not just “how,” and elevate customer understanding.

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

Owner / Trainer | 1997 - Present

- Provide personalized one-on-one and small-group training for professionals, seniors, and business owners in Microsoft Windows, Word, Excel, and related software.
- Designed and launched a full computer literacy curriculum for the Tavares Public Library (2012–2014) where no program existed.
- Build long-term client relationships through clear communication, patient instruction, and consistently measurable skill improvement.

Healthcare Consultant (Self-Employed) – California

Administrator & Qualified Mental Retardation Professional | 1993 – 1997

- Established 7 new ICF/DD facilities from licensing through full operational implementation.
- Delivered administrator certification training; achieved multiple deficiency-free state surveys.
- Authored a Policy and Procedures Manual later commercialized for statewide use across 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.