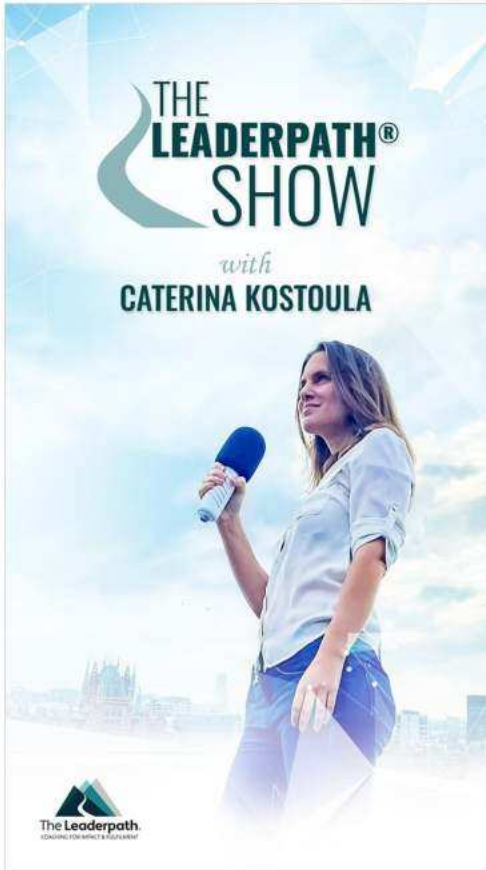




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EXPERTISE

Innovation | Strategic Planning | Budgetary Oversight | Design Standards | Brand Development | Vendor Management | Space Planning | Strategic Leadership | Value Engineering | Stakeholder Management | Team Building

Dallas, Texas

brandon_d_collier@yahoo.com

brandoncollier

Brandon Dana Collier

Architecture | Design | Store Planning | Construction | Millwork | Fixtures | Project Management | Leadership | Retail | Construction Documents | Value Engineering | Brand Standards | Innovation | Signage

Dallas-Fort Worth Metroplex · [Contact info](#)


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Dallas, Texas

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brandoncollier



The #1 Amazon
Vendor Central
Auditing Company

ASK US WHAT ACCOUNT MAGICIAN CAN DO FOR YOU

We guide them through any Vendor Central account financial issues including:

- Shortage claims
- Co-op fees
- Return issues
- Price claims
- Chargebacks
- Overages
- Amazon Requested Statements

JOSEPH O.
\$146,173

+
an ongoing \$12,181.06
each month on average!

DAVID A.
\$140,027.13

+
an ongoing \$11,668.92
each month on average!

MOSHE K.
\$166,563

+
an ongoing \$13,880.26
each month on average!

Remember, no fee unless we are successful!



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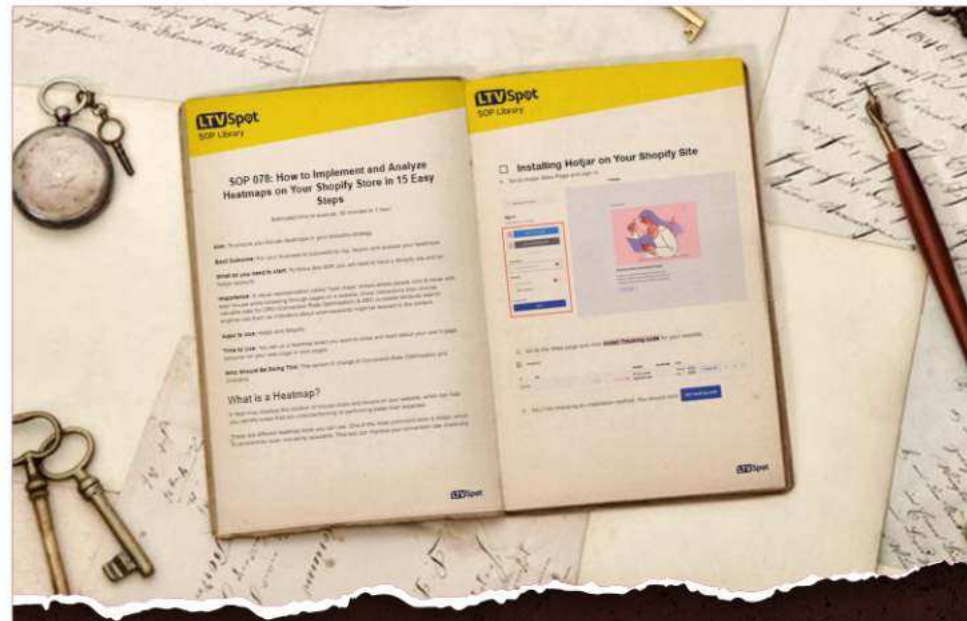
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Chargebacks



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HOW TO IMPLEMENT AND ANALYZE HEATMAPS ON YOUR SHOPIFY STORE IN 15 EASY STEPS



LTVSpot

How to Implement and Analyze Heatmaps on Your Shopify Store in 15 Easy Steps

Estimated time to exercise: 30 minutes to 1 hour
Most recent update: January 21, 2023

1. Aim:

To ensure you include heatmaps in your analytics strategy

2. Level Outcome:

For your business to successfully log, record, and analyze your heatmaps

3. What do you need to start:

To follow this SOP you will need to have a Shopify site and an Hotjar account

4. Importance:

A visual representation called "heat maps" shows where people click & hover with their mouse while browsing through pages on a website. These interactions then provide valuable data for CRO (Conversion Rate Optimization) & SEO purposes because search engines use them as indicators about what keywords might be relevant in the content

5. Steps to Use:

Hotjar and Shopify

6. Time to Use:

You set up a heatmap where you want to know and learn about your user's page behavior on your web page in web pages.

7. Who Should Be Doing This:

Who Should Be Doing This: The person in charge of Conversion Rate Optimization and Analytics.

What is a Heatmap?

A heat map displays the location of mouse clicks and hovers on your website, which can help you identify areas that are underperforming or performing better than expected.

There are different heatmap tools you can use. One of the most prominent tools is Hotjar, which is excellent for most non-techy operations. This tool can improve your conversion rate drastically

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Installing Hotjar on Your Shopify Site

1. Go to Hotjar Site Page and sign in.

2. Go to the Sites page and click Install Tracking code for your website.

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3. You'll be choosing an installation method. You should click **Developer**

Hotjar

How do you want to install Hotjar?

1. Add the tracking code manually

Hotjar will provide you with the code and Hotjar will help you install the code on your website

2. Install with developer help

Hotjar will provide you with the code and Hotjar will help you install the code on your website

4. Click the **Get code** button to copy the Tracking Code to your clipboard.

5. Copy the Tracking Code

Copy the Tracking Code to your clipboard

6. Paste the Tracking Code

Paste the Tracking Code to your clipboard

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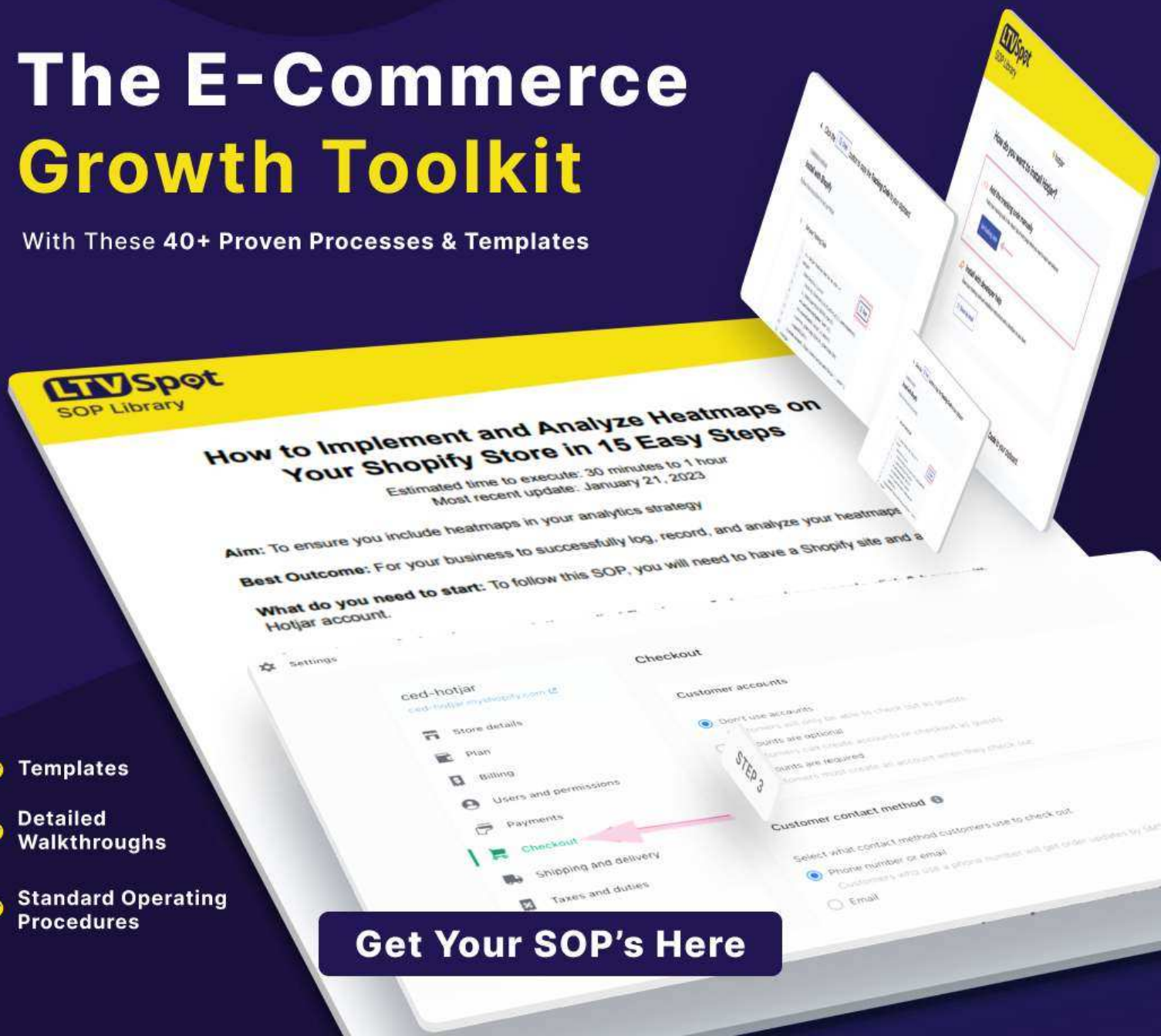


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CHOOSE IT WISELY



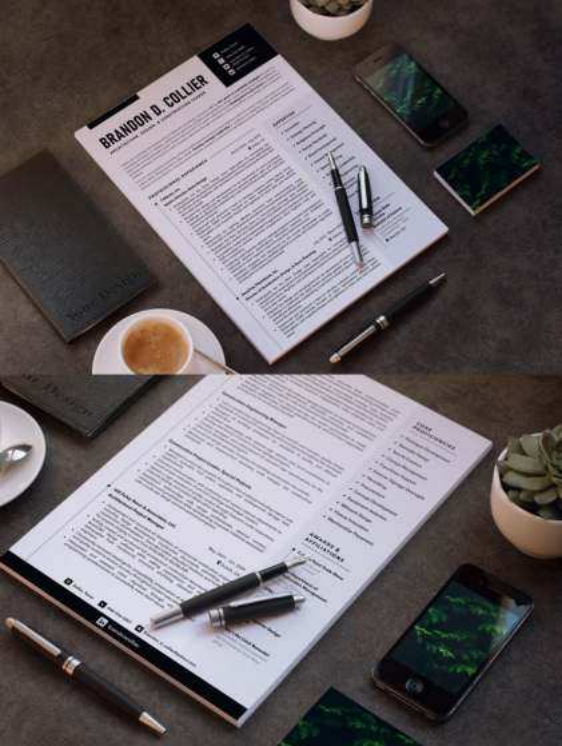
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- ✓ Templates
- ✓ Detailed Walkthroughs
- ✓ Standard Operating Procedures

Get Your SOP's Here



BRANDON D. COLLIER

ARCHITECTURE, DESIGN, & CONSTRUCTION LEADER

📍 Dallas, Texas
 ☎ 404-936-5897
 ✉ brandon_d.collier@yahoo.com
 🌐 brandoncollier

Highly accomplished and enterprising architecture and design executive offering **20+ years as a portfolio strategist** focused on managing all phases of strategic development planning, architectural/engineering design, brand development, & budgeting for large scale commercial retail projects. Proven track record of 10+ years in developing and leading best-in-class teams to implement business strategies and support overall company objectives through innovating in-store experience, store design, and construction methods.

Cross-functional partner extending influence of the executive level to ensure alignment with the mission, vision, and values of a brand culture while delivering best in class results. **Provides strategic leadership** in creating and adapting design standards across a diverse brand portfolio for cross-functional corporate initiatives in partnership with Merchandising, Marketing, and senior leadership.

PROFESSIONAL EXPERIENCE

• **7-Eleven, Inc.** March 2020 - July 2022

Senior Director, Store Design

📍 Dallas, TX

- Strategically led the Store Design team responsible for innovating the comprehensive development and implementation of best-in-class retail designs for all new stores, flagships, and remodels to enhance brand performance and drive sales results.
- Directed the design and development for an assortment of iconic prototype buildings to modernize the retail brand, promote greater sales, and improve operational efficiencies establishing a new store format program for execution across the enterprise.
- Supervised and mentored a team to develop customer-centric Quick Serve Restaurant (QSR) formats focused on labor optimization, efficient guest throughput, and impactful theater and sightlines to drive sales and maximize space.
- Responsible for leading effective executive-level communication cross-functionally to identify objectives and advance forward-thinking strategic goals.
- Managed the floor planning team to resourcefully leverage sales analytics informing the creation and implementation of profitable merchandising plans.
- Successfully created and implemented imaginative brand identities for various QSR concepts to increase customer engagement, value engineer costs, and drive consistency.
- Creatively supervised the exterior signage program to innovate and implement improved technical specifications, fabrication practices, and installation methods to value engineer costs and maximize brand awareness.
- Identified, engaged, and introduced top-tier vendor partnerships to create synergistic collaboration, establish national accounts, and introduce negotiated pricing prior to construction handoff.

• **RaceTrac Petroleum, Inc.** July 2012 - March 2020

Director of Architecture, Design, & Store Planning

📍 Atlanta, GA

- Strategically led the Store Design team responsible for innovating the comprehensive development and implementation of best-in-class retail designs for all new stores, flagships, and remodels to enhance brand performance and drive sales results.
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- Identified, engaged, and introduced top-tier vendor partnerships to create synergistic collaboration, establish national accounts, and introduce negotiated pricing prior to construction handoff.

Construction Engineering Manager

- Led a Construction Engineering Team to exceed and maintain quality design standards of construction overseeing various projects throughout the southeast.
- Managed all building prototypes for standards of quality and efficient construction.
- Cultivated relationships with national sign vendors and local jurisdictions to develop and launch a formal in-house signage program.
- Created, managed, and administered all standard sign specifications for the new store development program.
- Procured all design services necessary for building construction documents.
- Monitored and implemented necessary code changes into construction standards.

Construction Project Leader, Special Projects

- Managed construction projects throughout the southeast including interior and exterior remodels, fuel system upgrades, and underground storage tank replacements.
- Directed communication with contractors and various internal departments to ensure proper execution of pre-bid meetings and budget creation.
- Upheld a high standard of quality control through frequent onsite inspections, materials testing, and project observation reporting.
- Established relationships with design professionals, national vendors, contractors and jurisdictions while representing corporate initiatives associated with a multi-site design and investment programs.

• **Hill Foley Rossi & Associates, LLC.** May 2001 - Jun 2009

Architectural Project Manager

📍 Duluth, GA

- Orchestrated and executed all disciplines of commercial construction projects including design development, construction documents, permitting, and construction administration. Executed within allocated timelines and budgets for projects ranging in costs from \$100,000 to \$4,000,000.
- Artfully created and produced full architectural construction documents using AutoCAD design software while setting expectations and managing deliverables from mechanical, structural, plumbing, electrical and civil engineers.
- Consistently reviewed drawings for compatibility, preservation of design intent, and quality control to ensure accuracy throughout project execution.
- Interpreted and assessed client objectives through interviews and programming questionnaires to successfully meet client needs.

EXPERTISE

- ✓ Innovation
- ✓ Strategic Planning
- ✓ Budgetary Oversight
- ✓ Design Standards
- ✓ Brand Development
- ✓ Vendor Management
- ✓ Space Planning
- ✓ Strategic Leadership
- ✓ Value Engineering
- ✓ Stakeholder Management
- ✓ Team Building

EDUCATION

- **Kennesaw State University**
Bachelor of Science
 Construction Management,
 Land Development
 concentration - 2008
 📍 Marietta, GA

CORE PROFICIENCIES

- ✓ Prototype Development
- ✓ Remodel Design
- ✓ Test-fit Creation
- ✓ Change Management
- ✓ Franchisee Support
- ✓ Exterior Signage Oversight
- ✓ Permitting
- ✓ Procurement
- ✓ Concept Development
- ✓ Equipment Selection
- ✓ Millwork Design
- ✓ Fixture Innovation
- ✓ Merchandise Placement

AWARDS & AFFILIATIONS

- **C-Store Point Trade Show**
 Advisory Board,
 2018 - current
- **KSU Department of Construction Management**
 Advisory Board,
 2016 - 2020
- **SPECS** - Store Planning,
 Equipment, Construction
 & Services Show
 Advisory Board,
 2015 - 2019
- **CSP Magazine Design Award**
 2016
- **Sky's the Limit Remodel** -
 Remodeler of the Year presented
 by Convenience Store News
 2014

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- ✓ Train Employees
- ✓ Offer New Services
- ✓ Scale Your Traffic





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Live Event



MSP Fast Cash

3 ways to generate leads fast
in the technology space

Dec 2, Friday

18:00



How to Implement and Analyze Heatmaps on Your Shopify Store in 15 Easy Steps

Estimated time to execute: 30 minutes to 1 hour

Aim: To ensure you include heatmaps in your analytics strategy

Best Outcome: For your business to successfully log, record, and analyze your heatmaps

What do you need to start: To follow this SOP, you will need to have a Shopify site and an Hotjar account.

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Apps to Use: Hotjar and Shopify.

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