

Sandra Hachem

Digital Strategy Specialist

Address: Beirut, Lebanon | **Phone:** +961 71 542 838
Email: Sandra.hachem@lau.edu | **Nationality:** Lebanese

Summary

Dynamic and forward-thinking professional with a Master’s degree in Digital Strategy and Business Systems, specializing in leveraging information systems for sustainable development. Adept at integrating technology and strategic planning to drive business growth and environmental sustainability. Experienced in leading projects, including involvement in the prestigious Saudi Vision 2030 initiative, where I spearheaded research on the role of information systems in fostering sustainability. My contributions included exploring innovative resources, such as smart cities and solar systems, to achieve environmental goals. With a background in marketing, finance, customer service, and accounting, I bring a well-rounded skill set and a passion for utilizing digital solutions to address complex challenges and drive positive change. Seeking to work in an environment that is conducive to my intellectual, professional, and personal growth, where I can contribute significantly to the growth of the team/organization with strong experience and expertise leading to success.

Projects

Saudi Vision 2030: Attitudes of Saudi Arabian Citizens towards Sustainability and Information Systems

This study investigates the role of information systems in creating sustainable development through exploring different resources that can be applied to achieve green environment. It further introduces different examples that show how information system can contribute to sustainability such as the smart cities, solar systems, etc.

Information Systems and Strategy: Conducted a comprehensive study to assess individuals', particularly employees', readiness for workplace technological improvements. Factors that influence both acceptance and resistance to technology integration inside businesses were investigated. Proposed actionable strategies to increase employee comfort and productivity during the shift to a totally digital environment.

Digital Business and Human-Computer Interaction: Used in-depth analysis techniques to evaluate the user experience and functioning of various websites. Provided a thorough examination of The Giving Movement's website, highlighting specific areas for improvement such as faster page load times and better currency conversion options. Proven ability to detect usability issues and suggest solutions for improved user engagement.

Project Risk Management: Led a comprehensive risk assessment project for the purpose of implementing Enterprise Resource Planning (ERP) systems within enterprises. A nine-phase systematic process was used, beginning with risk identification and ending with mitigation strategy creation. Identified possible problems, such as employee resistance and data integrity issues, and developed proactive solutions to assure ERP system rollout success.

Data Analytics and Organizational Decision Making: Collaborated with a team to perform extensive study on data collection strategies for websites and social media platforms. Conducted a comparative analysis of social media technologies, taking into account audience segmentation and ideal marketing timing to increase engagement and conversion rates.

Managing Complexity, Uncertainty, and Subjectivity: Implemented a structured problem-solving approach using rich picturing techniques to address complex organizational challenges. Led a cross-functional team in identifying the systemic impact of problems across departments, pinpointing root causes, and developing targeted strategies for resolution. Emphasized the importance of strategic planning and the exploration of multiple solutions to ensure effective problem resolution and organizational improvement.

Education

Master’s degree in Digital Strategy & Business Systems – 2024

University of Southampton, United Kingdom

Dissertation: Saudi Vision 2030: Attitudes of Saudi Arabian Citizens towards Sustainability and Information Systems

Bachelor’s Degree in accounting – 2022

Lebanese American University, Lebanon

Experience

Accounting Intern – 02/2024 to 03/2024

ICC Company, Lebanon

- Supported the accounting team by accurately entering financial data into accounting software or spreadsheets, ensuring completeness and accuracy of records
- Assisted in the preparation of financial reports and statements, including balance sheets, income statements, and cash flow statements, by gathering and organizing relevant data
- Helped process invoices, payments, and receipts to reconcile accounts and track outstanding balances to maintain financial accuracy
- Assisted in gathering documentation and preparing schedules for internal and external audits, ensuring compliance with regulatory requirements and company policies

Customer Service Representative – 09/2023 to 01/2024

Railway Company, United Kingdom

- Delivered outstanding customer service to a diverse clientele, including employees of various nationalities, by addressing inquiries, concerns, and requests in a professional and courteous manner
- Handled an average of 50 inquiries per day through various communication channels such as phone, email, and in-person interactions, ensuring prompt and accurate resolution
- Effectively troubleshooted and resolved customer issues, complaints, and requests, demonstrating patience, empathy, and problem-solving skills to ensure customer satisfaction and retention
- Assisted employees with various requests, including account inquiries, product information, order processing, and general assistance, striving to meet and exceed their expectations

Customer Service Representative – 06/2022 to 09/2022

Babel, Lebanon

- Responded to customer inquiries efficiently and accurately through multiple channels including phone, chat, and email, ensuring timely resolution and excellent service delivery
- Gathered valuable customer feedback and communicated it to relevant departments such as Product and Marketing, contributing to product improvements and marketing strategies based on customer insights
- Offered personalized product recommendations and services to customers based on their specific needs and preferences, enhancing their overall experience and satisfaction with our offerings
- Cultivated positive relationships with customers by actively listening to their concerns, providing relevant information, and offering assistance, fostering loyalty and trust in the brand

Marketing Specialist – 01/2022 to 02/2022

Schemazone (Remote)

- Conducted in-depth research and analysis on various market segments, including teenagers and disabled individuals, to identify unique needs, preferences, and behaviors, informing targeted marketing strategies
- Collaborated with team members to generate creative and impactful marketing ideas aimed at effectively reaching and engaging specific target audiences, contributing to inclusive marketing initiatives
- Executed marketing projects tailored to different market segments, leveraging insights and ideas to develop compelling campaigns, promotional materials, and messaging that resonated with target audiences
- Engaged in cross-functional collaboration with internal teams to align marketing efforts with overall business objectives and ensure cohesive and integrated marketing initiatives

Corporate Finance Specialist – 12/2021 to 01/2022

Bank Credit Libanais, Lebanon

Marketing Team Member – 09/2021 to 01/2022

LAU Hult Prize, Lebanon

Digital Marketing Specialist – 11/2020 to 03/2021

Wonder Ed, Lebanon

Skills & Expertise

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| <ul style="list-style-type: none">• Digital Strategy Development• Business Systems Analysis• Project Management• Sustainability Planning• Information Systems Integration• Research & Analysis | <ul style="list-style-type: none">• Canva• JavaScript• CRM• Web Design (conceptual)• SQL• Digital Marketing |
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Languages

Arabic: Native | **English:** Advanced | **French:** Advanced