



S A N D R E E N
Hitti

EXPERIENCE

LECTURER (Part Time)
AMERICAN UNIVERSITY OF BEIRUT

TILL DATE

- Deliver marketing major courses to undergraduate students.
- Deliver engaging and interactive lectures to promote critical thinking and problem-solving skills.

ADJUNCT ASSISTANT PROFESSOR
LEBANESE AMERICAN UNIVERSITY

TILL DATE

- Teach undergraduate, graduate, and Executive MBA courses focusing on the applications of Artificial Intelligence in Marketing.

- Deliver Social Media Management & Digital Marketing courses for undergraduate and graduate students, emphasizing strategy development, content creation, analytics, and platform-specific marketing techniques.

- Facilitate hands-on learning through case studies, practical exercises, and real-world marketing challenges tailored to diverse academic levels.

- Deliver engaging and interactive lectures to promote critical thinking and problem-solving skills.

Publications

- Hitti, S., & Ramadan, A. (2025). Balancing innovation and ethics: the role of artificial intelligence in transforming B2B customer experience. *Competitiveness Review: An International Business Journal*.

Conferences

- 2nd UCB International Conference " Sustainable Business Futures: Innovating for a Greener Tomorrow" (UCB'2025).
- 2025 AMA Summer Academic Conference.

Peer-reviews

- Marketing Intelligence & Planning.
- Management & Sustainability: An Arab Review.

Research Focus

Submitted Papers

- Research Title | Chatbots and Sustainability_Enhancing Customer Experience in Food Delivery through Partnerships for SDG 17.

Submitted to | Journal of Business and Socio-economic Development (e-ISSN 2635-1692).

- Research Title | Beyond Convenience_How Anthropomorphism Shapes Trust and Long Term Adoption of AI Chatbots in Restaurant Ordering.

Submitted to International Journal of Human-Computer Interaction (e-ISSN 10447318, 15327590)

ABOUT ME

Date of Birth: 05/04/1986

Address: Dekwaneh

CONTACTS

Mobile: +961 3 084 800

Email: sandreenhitti@hotmail.com

EDUCATION

PHD IN BUSINESS ADMINISTRATION

Focus AI in Marketing 2024
NEOMA BUSINESS SCHOOL - PARIS

MASTER'S IN BUSINESS & ECONOMICS 2018

Focus Digital Marketing
AUST - BEIRUT

BACHELOR IN BUSINESS & ECONOMICS 2009

Focus Marketing & Advertising
AUST - BEIRUT

HIGH SCHOOL 2003

SECONDARY EVANGELICAL SCHOOL- ZAHLE

Creating new ideas is my passion

- Research Title | AI Personalization Meets Sustainability_ Investigating the Role of Anthropomorphism in Gen Z's Purchase Decisions. A Conceptual Framework.

Submitted to Journal of Consumer Marketing (eISSN: 2052-1200).

Research Focus

Papers to be submitted

- Research Title | Augmented Beauty, Diminished Confidence? Examining AR Filters and Self-Esteem Among Gen Z.

- Research Title | The impact of AI Personalized Ads on Consumer Purchase Intentions in the Fintech and Banking Sector. Moderating Role of Emotional Variance (EVA).

MARKETING DIRECTOR

BD HOLDING

AUG 2023 - AUG 2024

- Develop a digital marketing strategy that aims at implementing BD Holding mission and objectives.
- Build a social media content strategy to increase awareness about BD Holding added value and increase franchising opportunities

Prepare with the team a monthly, quarterly, and annually content calendar.

- Plan and execute campaigns which aims at attracting potential collaborators.

Design and implement campaigns for exhibition such as Maison et Objet.

CORPORATE COMMUNICATION MANAGER

SEPT 2022 - AUG 2023

HOLDAL GROUP

- Propose and implement a 360 strategy & action plan to reinforce internal & external communities' belongingness to HOLDAL.
- Advise on adequate preferred influencers to ensure we have the right genuine advocates in and around HOLDAL.
- Oversee content creation / storytelling of HOLDAL Corporate Communication and supervise the implementation.
- Build the Digital Marketing capacity of HOLDAL team through trainings.
- Handling the HOLDAL dedicated social media platforms in terms of content creation, campaigns, and boosting budgeting.
- Redesign HOLDAL corporate website (look and feel and the whole structure)
- Present HOLDAL in events related to the SDGs activities

PROJECTS COMMUNICATION MANAGER

OCT 2020 - AUG 2022

FAIR TRADE LEBANON (NGO)

- Develop, implement and execute strategic marketing plans for the entire organization.
- Deliver the communication plan of projects being implemented.

- Analyze market trends and preparing forecasts.

- Devise and manage local marketing initiatives, including traditional and digital media.

- Manage and implement all marketing activities to ensure proper delivery.

- Support the integrated marketing team by providing written content for branded emails, social media posts and campaigns, offline marketing material, web based stories and blogs.

- Assist in reviewing content documents across all departments for relevancy, consistency, and brand compliance.

- Define KPI's for each communications channel which will indicate a campaign's level of success.

- Plan & Manage FTL social media platforms (Facebook, Instagram, Twitter, & LinkedIn).

- Manage project's communication funded by UNDP, US MEPI, WFP, AFD, Danida, FAO & JEAN PAUL II.

- Oversee all media and communication production including social media posts, broadcasts, press release, brochures).

- Prepare detailed media activity reports on monthly basis.

PROSPECTING & MARKETING MANAGER

OCT 2015 - AUG 2020

ALTRONIX ENGINEERING SAL - LEBANON

- Develop marketing strategy for company in line with company's objectives.
- Advance and manage marketing campaign from concept to execution to measurement.
- Build strategic relationships and partner with key industry clients.
- Oversee company's marketing budget.
- Established website, blue print, and brochure that highlights company's mission.
- Create Greeting cards for all occasions using Adobe Illustrator
- Oversee and approve marketing material, from website banners to hard copy brochures, flyers, and blueprints.
- Plan, organize, and finalize stand requirements in offshore exhibitions such as Gulfood Manufacturing exhibition- Dubai
- Identify marketing opportunities by identifying consumer requirements.
- Prospecting, collecting, analyzing, and summarizing data and trends.

OPERATIONS MANAGER

ETABLISSEMENTS ANTOINE MASSOUD - LEBANON

OCT 2012 - 2015

- Set the yearly business plan (P&L) to achieve sales growth.
- Ensure brand(s) development by conducting market research and monitoring competitors.
- Mentor and coach the team to overcome arising challenges within the program.

• Responsible of improving the operational system and policies based on company's milestones.

• Work closely with international partners P&G, UNILEVER, HENKEL, TAMER HOLDING, MEDEX, MECATTAF, SANITA, LANDMARK & INTERMEDIC.) to outreach the logistic components of scheduled program.

• Effectively collect and analyze data and prepare a detailed program reports on monthly basis for both company and clients.

• Supervise office and employees' program on daily basis and compose their daily routing.

• Set up business meetings on daily basis to reach our targeted clients, maintain a good relationship with them, then prepare offers based on their needs and budget.

• Develop marketing and promotional strategy and materials for the brands products.

• Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments.

• Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies.

• Communicate with relevant brands suppliers concerning orders delivery, and warehouse products.

• Prepare monthly reports for brands to monitor and evaluate team performance.

OPERATIONS MANAGER

TONACO SAL - LEBANON

2011 - 2012

• Understand client's demands and project and intend to prepare them best offers.

• Maintain good relationship with clients.

• Insured delivering the project as agreed on and before deadline.

• Plan offers that highlight the quality and service of the company.

• Prepare payrolls for employees.

• Organize weekly schedule including the routing and working hours of employees.

SALES EXECUTIVE

SUNHILLS LTD - NIGERIA

2009 - 2011

• Identify client's needs and budget in order to provide guidance to the right choice.

• Highlight the main aspects of the project especially the ones that interests the clients.

• Negotiate with the price and try to give best prices that suit both parties.

• Work on meeting sales goals.

• Highlight quality service which is set by the company.

ACQUIRED SKILLS



- Ability to work under pressure and meeting deadline.
- Creative problem solving.
- Communication and interpersonal skills.
- Organization and prioritization skills.
- Capability to learn new methods and coop with it.
- Teamwork.
- Accuracy and attention to details.
- Leadership skills.
- Ability to set smart goals.
- Planning skills to reach accomplish.

TRAININGS

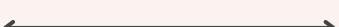


- Business Colors
- Situational Leadership Skills
- TRUST
- Business Etiquette
- 5 Choices
- Planning & Decision-Making Process
- 6 HATS
- Lateral Thinking
- Presentation Skills

LANGUAGES



PC SKILLS



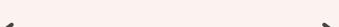
- Administrative Tasks: Microsoft office (outlook, excel, word & power point).
- Adobe Illustrator CC
- SPSS (Statistical Package for Social Sciences)
- IBM AMOS (Analysis of a Moment Structures)

DIGITAL SKILLS



- SEO
- SEM
- PPE, PPC,
- Affiliated Marketing
- Website Traffic
- Social Media Management

HOBBIES & ACTIVITIES



- Swimming
- Traveling
- Biking
- Reading