

## ROSALIA NASSOUR

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Ashrafieh – Lebanon

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## WORK EXPERIENCE

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**Public Relations and External Affairs Coordinator**  
February 2025

March 2023 —

Children's Cancer Center of Lebanon (CCCL), Lebanon

- Led end-to-end partner campaigns, managing KPIs, timelines, and impact reporting across corporate and media stakeholders.
- Utilized Excel and internal reporting tools to track campaign outcomes, identify growth opportunities, and optimize resource allocation.
- Planned and implemented awareness programs through partnerships with schools and universities.
- Coordinated CCCL programs, including the HPV awareness and marketing campaign.
- Organized conferences and built partnerships with international NGOs and corporations.
- Managed marketing campaigns and national advocacy initiatives.
- Created innovative content with international platforms (e.g., a podcast with Anghami for awareness month).
- Oversaw event planning, proposal drafting, and partnership collaborations.
- Acted as ISO representative for the department, handled internal audits and training.
- Represented CCCL in media interviews, conferences, and public events.

**Public Relations and External Affairs Officer**  
March 2023

November 2023 —

Children's Cancer Center of Lebanon (CCCL), Lebanon

**Patients' Relations Officer**  
November 2022

August 2019 —

Children's Cancer Center of Lebanon (CCCL), Lebanon

- Enrolled patients and issued coverage letters.

- Controlled medical expenses and audited AUBMC medical invoices.
- Monitored and reconciled patient accounts and budget reporting.
- Reported to grants and managed on-call support duties.
- Monitored daily workflow and financial reconciliation processes.

## EDUCATION

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**ESA Business School /ESCP Paris**  
September 2025

March 2023 —

Specialized Masters in Marketing and Communication

- Specialized in strategic marketing, digital transformation, and customer-centric strategies.
- Developed expertise in B2B marketing, brand management, and innovation through design thinking.
- Applied real-world case studies in customer experience, digital marketing, and crisis communication.
- Built strong skills in e-commerce, service marketing, and international market strategies.

**ESA Business School**  
2023

September 2022 — January

Events Management Certificate

**American University of Beirut (AUB)**  
2017

September 2014 — June

Bachelor of Science in Nutrition and Dietetics

## SKILLS

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- Fluent in English and Arabic, fair in French
- Proficient in Computer Skills(Microsoft Word, Excel, PowerPoint, PDF)
- Strong communication, teamwork, time management, and organizational skills
- Research, data collection, data analysis, reporting, and statistical analysis

References available upon request