



RUMI BESRA

SOCIAL MEDIA MARKETING SPECIALIST

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EDUCATION

- Kristu Jayanti College,
*Master of Arts in Mass
Communication & Journalism*
- Kristu Jayanti College,
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*Bachelor of Business
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Rumi Besra serves as the Social Media Marketing Specialist for Mohr Partners, Inc. In this role, she manages the firm's social media presence, develops engaging content strategies, and supports brand awareness initiatives across digital platforms.

Rumi brings over three years of experience in social media marketing, content creation, and digital campaign management. She has extensive expertise in LinkedIn marketing, social media strategy, content planning, community engagement, campaign execution, analytics, and B2B lead generation. Her experience includes managing content across LinkedIn, Instagram, Facebook, and other digital channels while collaborating with cross-functional teams to strengthen brand visibility and audience engagement.

Prior to joining Mohr Partners, Rumi worked as an Online Marketing Executive at Vinove, where she led LinkedIn marketing initiatives for Workstatus and generated qualified B2B leads through targeted campaigns and content strategies. Previously, she served as a Social Media Executive and Project Coordinator at Flexsin Technologies Pvt. Ltd., leading social media campaigns, content development, and audience engagement initiatives. She also gained experience as an Editorial Intern with Media India Group and as a content writer supporting SEO and digital marketing projects.

Rumi holds a Master of Arts in Mass Communication & Journalism and a Bachelor of Business Administration from Kristu Jayanti College, Bengaluru.