



Masha Tsinberg

STRATEGIC BRANDING · BUSINESS GROWTH · LASTING IMPACT

Be Seen. Be Heard. Be Remembered.

- ✓ 25+ Years Executive Leadership
- ✓ Strategy That Drives Measurable Results
- ✓ Luxury Brand Positioning & Growth
- ✓ A True Partner in Your Success

TRUSTED BY

Key Digital · Clarion Psychiatry · Green & Solar Works · Washington Square Group · Comprehensive Designs · Digital Hi-Fi
· Elite Design Systems · Loyal Home Care · Valeriia Adaeva · Curl Salon

New York · The Hamptons · Miami 917-701-3238 Masha@MashaConsulting.com



WHO WE ARE

Meet Masha Tsinberg Consulting

A brand strategist, COO, and marketing executive helping companies elevate their brand and accelerate growth.



- ◆ 25+ Years of Executive Leadership
- ◆ Chief Operating Officer (COO)
- ◆ Brand Strategist
- ◆ Marketing Executive
- ◆ Business Development Leader
- ◆ Luxury Branding Specialist

Why This Partnership Works

ONE TEAM · STRATEGY · EVENTS · PRESS

- ◆ **One point of contact** for brand strategy, event execution and press — no gaps between vendors.
- ◆ **Established luxury networks** on both sides: events, sponsors, media and tastemakers.
- ◆ **Proven event production** paired directly with an active press & reputation engine.
- ◆ **Faster turnaround** — the same story moves from strategy to coverage without hand-offs.
- ◆ **Shared upside:** sponsorship revenue and retained press coverage strengthen both brands.



Our Clients

BRANDS WE'VE HELPED BUILD

Key digital[®]
Engineered for Your Success™



ELITE
DESIGN SYSTEMS

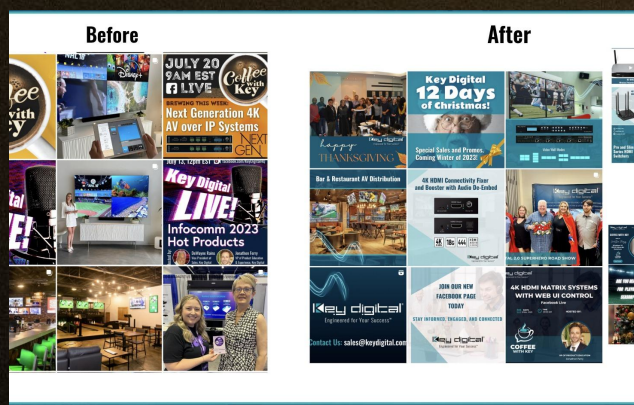


Elite
S A L O N



Portfolio Highlights

PROOF OF WORK ACROSS CHANNELS



Rebrand: Before & After



Social Media Strategy



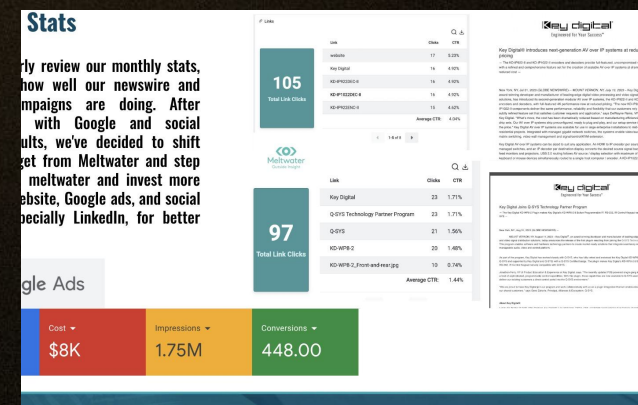
Analytics & Growth

[illegible]

PR & Media Strategy



Event Marketing



Newsletters & Press

Services Catalog

A PROFESSIONALLY DESIGNED APPROACH TO ELEVATE YOUR BRAND



Brand Strategy



Website Development



SEO



Public Relations



Business Development



Social Media



AI Consulting



Luxury Event Marketing



Speaking



Executive Coaching

Pricing Guide

TAILORED PACKAGES FOR EVERY STAGE OF GROWTH

MOST POPULAR				
Executive <i>Brand Launch</i> One-time brand transformation CONTACT FOR PRICING • Brand strategy & positioning • Logo & visual identity • Messaging & voice guide	Growth <i>Partnership</i> 3–6 month strategic partnership CONTACT FOR PRICING • Marketing & growth strategy • Social media management • Monthly performance reviews	Corporate <i>Consulting</i> For established organizations CONTACT FOR PRICING • Executive-level strategy • Cross-team brand alignment • Custom deliverables	Monthly <i>Retainer</i> Ongoing strategic support CONTACT FOR PRICING • Dedicated strategist access • Ongoing brand & marketing guidance • Priority turnaround	VIP <i>Consulting</i> White-glove executive access CONTACT FOR PRICING • Direct access to Masha • Full-service brand & PR support • Bespoke strategy & events

Every package is customized to you. Schedule a complimentary discovery call for full pricing details.



Marketing Dashboard

PROFESSIONAL KPI OVERVIEW



Illustrative KPI framework — figures shown are sample targets and update monthly with live campaign data.

STRATEGY *One dashboard, every channel — so growth is visible, not just felt.*

Google Analytics

TRAFFIC · USERS · SESSIONS · CONVERSIONS

66K

USERS

▲ +22.6%

65K

NEW USERS

▲ +21.4%

108K

SESSIONS

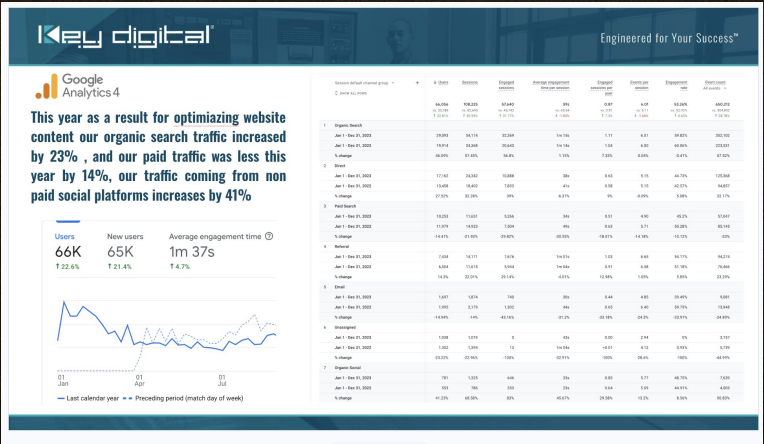
▲ +31%

23%

ORGANIC SEARCH GROWTH

41%

NON-PAID SOCIAL GROWTH



SEO Results

KEYWORDS · ORGANIC GROWTH · BACKLINKS · SPEED

Keyword Rankings

- Target keywords tracked monthly across Google
- Rankings prioritized by search intent and buyer stage

Organic Growth

- Organic search traffic up 23% year over year
- Non-paid social referral traffic up 41%

Google Business Profile

- Listing kept current with hours, photos, and posts
- Reviews monitored and answered promptly

Backlinks & Site Speed

- Newswire and press placements build authoritative backlinks
- Technical SEO audits keep load times fast

Digital Advertising

META ADS · GOOGLE ADS · LINKEDIN ADS

\$8K

AD SPEND

14.4K

CLICKS GENERATED

448

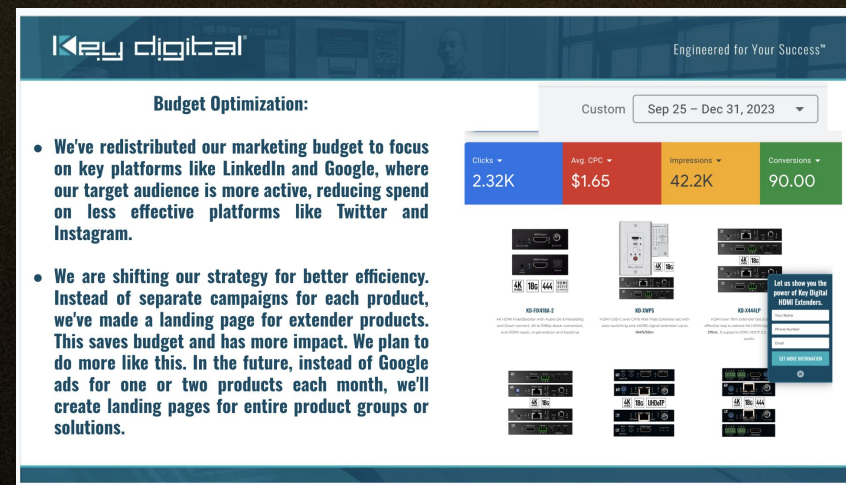
CONVERSIONS

1.75M

IMPRESSIONS

ROAS+

POSITIVE RETURN



STRATEGY *Shift spend toward the platforms and campaigns proven to convert, then reinvest in what's working.*

Email Marketing

DATABASE · CAMPAIGNS · ENGAGEMENT

361,670

EMAILS SENT

125,824

TOTAL OPENS

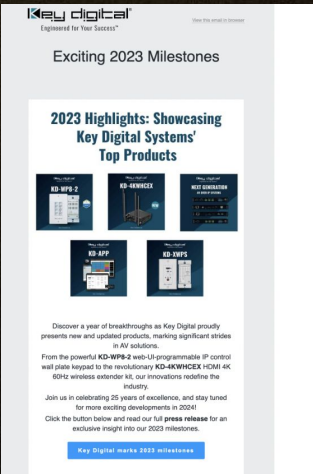
2,759

TOTAL CLICKS

2.80%

OPEN RATE

- Bi-weekly emails to our full database
- Rotated between national and international sends
- Sales team contact info in every send
- Weekly news and product-push content
- Contacts continually added from webinars and trade shows



STRATEGY *A steady cadence keeps the brand top-of-mind and the pipeline warm between campaigns.*

Live Streaming & Video Events

KD LIVE · COFFEE WITH KEY · FACEBOOK LIVE



- A more efficient way to start streaming live
- Targeted paid advertising ahead of livestream events
- Exclusive content and offers reserved for live viewers

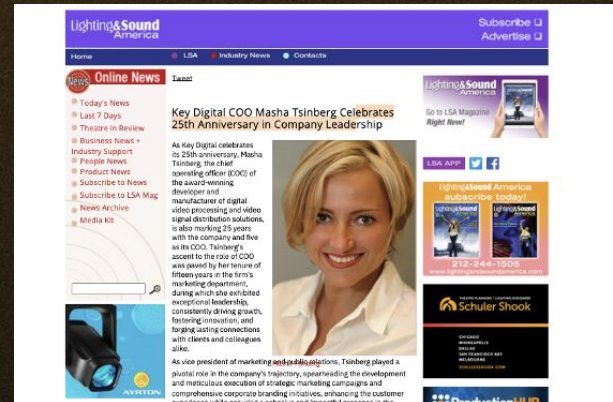
PR & Media

ARTICLES · PRESS RELEASES · SPEAKING · TV



RSS & Press Releases.

- RSS hits are when people post about our press releases
- Others posting about our PR's brings more attention to the company and website
- Sources that people trust with a big following such as Commercial Integrator, AVNetwork, rAVe pubs



Key Digital COO Masha Tsinberg Celebrates 25th Anniversary in Company Leadership

As Key Digital celebrates its 25th anniversary, Masha Tsinberg, the chair, operating officer (COO) of the award-winning developer and manufacturer of digital video processing and video signal distribution solutions, is also marking 25 years with this company and five as its COO. Tsinberg's ascent to the role of COO was paved by her tenure of fifteen years in the firm's marketing department, during which she exhibited exceptional leadership, consistently driving growth, fostering innovation, and forging lasting connections with clients and colleagues alike.

As vice president of marketing and sales, Tsinberg played a pivotal role in the company's trajectory, spearheading the development and meticulous execution of strategic marketing campaigns and comprehensive corporate branding initiatives, enhancing the customer experience while ensuring a cohesive and impactful presence in the



Trade Shows

- Organizing and planning everything that goes into a trade show
- Including booking flights, hotels, and dinners for staff
- Promoting, planning walls, filling out paperwork, packing items to ship
- Trade shows are where we get majority of our leads and is our chance to show people who are interested in our industry what we have to offer

2024 Plan to improve Trade shows
HOPEFULLY attend more smaller ones through the year, working on finding student videographers and photographers for future shows

Press Releases & Featured Coverage

• Speaking Engagements

• Media & Event Coverage

Content Marketing

REELS · VIDEOS · PHOTOGRAPHY · BLOGS · CAROUSELS



Engineered for Your Success™

New Social Media Content Strategy & Plan with Focus on LinkedIn:



Key Digital Systems
1,455 followers
2w ·

As we approach our 25th anniversary, Key Digital Systems proudly celebrates our 2023 milestones with a series of groundbreaking products and we invite you to join us in looking forward to more groundbreaking developments in 2024.

Our journey of innovation is far from over, and we are excited to continue leading the way in AV solutions.

For an in-depth look at our 2023 milestones, we encourage you to read our full press release. Each product link offers detailed information.
<https://lnkd.in/dzD9W6nR>

Our team is ready to assist you in selecting the perfect solution for your next client. Contact us: sales@keydigital.org

#UCC #AVtweeps #ProgrammableKeypad #ControlSystems #AVoverIP #AVTech #AudioVisual #WirelessTechnology #4KTechnology #HDMI #NextGenTech #AVSolutions



Conference Room in a Box
Complete AV-Control Solution for Hybrid Presentation Spaces - Conference, Huddle or Meeting Rooms
0:50



Innovative AVoIP Systems for Sports Bars
Elevating experiences at Spanish Diner
0:43



Key Digital Systems
1,455 followers
2w · Edited ·

Transforming Collaborative Workspaces at espaces!

Key Digital Systems's partnership with Cabling Innovations, LLC has introduced advanced solutions to espaces' meeting rooms, huddle spaces, and podcast suites.

Cabling Innovations has efficiently incorporated a Key Digital-enabled 3x3 video wall into espaces, featuring nine impressive 55-inch bezel-less LG televisions. This setup allows espaces to easily manage the video wall and more using Key Digital's Compass Control Pro software on an iPad.

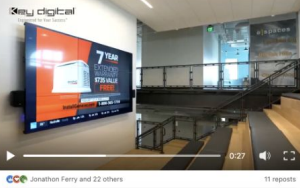
Our KD-BYOD4K Wireless Presentation Gateway made content sharing a breeze, impressing users with its user-friendliness, cost-effectiveness, and top-notch performance.

Discover the most advanced control system on iOS devices, Compass Control® Pro. <https://lnkd.in/g6T7r5yGtH>

Learn More about Our AV over IP Solutions:
<https://lnkd.in/g6T7yng2w6m>

Discover the power of our KD-BYOD4K Wireless Presentation Gateway!
<https://lnkd.in/g6UJcm9t8>

#AVSolutions #AVtweeps #AVSystems #AVConference #AVinBusiness #CorporateAV



0:27
11 requests

SOCIAL MEDIA CONTENT STRATEGY

- ◆ Reels & Short-Form Video
- ◆ Editorial Photography
- ◆ Blog & Long-Form Content
- ◆ Email Campaign Design

Video Marketing

YOUTUBE · REELS · CORPORATE · WEBSITE HERO

1,994

IG FOLLOWERS

12

VIDEOS POSTED

5

PLATFORMS COVERED

∞

REUSABLE ASSETS

YOUTUBE · INSTAGRAM REELS · CORPORATE VIDEO LIBRARY



STRATEGY *Video builds trust faster than static content — it humanizes the brand before the first meeting.*

Business Development

NETWORKING · GALAS · REFERRAL PARTNERSHIPS

HAMPTONS & EXECUTIVE SCHEDULE

- ◆ Luxury Galas & Charity Events
- ◆ CEO & Investor Meetings
- ◆ Hampton's Networking Events
- ◆ Medical & Executive Conferences
- ◆ Referral Partnerships

STRATEGY *Every event is paired with a follow-up asset — so a handshake becomes a relationship.*

Trade Shows & Events

EVENT BRANDING · VIP NETWORKING · MEDIA COVERAGE



Engineered for Your Success™

Trade Shows

- Organizing and planning everything that goes into a trade show
- Including booking flights, hotels, and dinners for staff
- Promoting, planning walls, filling out paperwork, packing items to ship
- Trade shows are where we get majority of our leads and is our chance to show people who are interested in our industry what we have to offer








2024 Plan to improve Trade shows
 HOPEFULLY attend more smaller ones through the year, working on finding student videographers and photographers for future shows

Booth photography & event branding • VIP networking & sponsor visibility • Media coverage & lead capture • Majority of qualified leads

STRATEGY *Trade shows are where relationships are made in person — we make sure the follow-through matches the moment.*

Case Study

1 CHALLENGE

Brand presence did not match the scale of the firm's work

2 STRATEGY

Executive brand positioning across web, PR, and investor materials

3 WEBSITE

Refreshed site and messaging built around credibility and track record

4 BRANDING

Unified visual identity across pitch decks, web, and print

5 MARKETING

Targeted outreach to referral partners and investor networks

6 LEAD GEN

Warm introductions converted through a structured follow-up process

7 RESULTS

Stronger inbound interest and a more consistent brand presence

Case study shown in template format — replace with Washington Square Group's confirmed metrics before external use.

STRATEGY *The same proven process, applied to a different industry — relationship-driven growth.*

Executive Consulting Services

FULL-SPECTRUM STRATEGIC SUPPORT



Brand Strategy



Marketing Strategy



Fractional COO



Operations



Sales Strategy



Business
Development



Executive Coaching



AI Integration

An Executive Track Record



25+

YEARS OF EXECUTIVE LEADERSHIP



50+

PRODUCT LAUNCHES



30%

AVERAGE COST REDUCTION



10%

OPERATIONAL EFFICIENCY GAIN



LUXURY BRAND EXPERIENCE



INTERNATIONAL BUSINESS



EXECUTIVE LEADERSHIP ROLES



EVENT SUPPORT

What I Can Manage

A COMPLETE DAN'S PAPERS EVENT SUPPORT SYSTEM



Event Strategy



Run of Show



VIP Guest List



Sponsor Outreach



Brand Activations



Project Manager



Photo / Video



Social Content



Vendor Coordination



Post-Event Recap



Sponsor Reports



Next Opportunity Pipeline

Every detail managed. · Every moment elevated. · Every relationship strengthened.

Event Partner Pricing

PREFERRED PARTNER RATES — DAN'S PAPERS CAN SET THE FINAL CLIENT PRICE

FULL-DAY EVENT

\$4,125

25% partner discount from \$5,500

Full event production, planning, coordination, vendors, staffing, talent management and day-of execution.

HALF-DAY EVENT

\$2,000

Focused half-day coverage

Focused management for an event, VIP reception, brand activation, presentation or special program.

PRE-EVENT PREP

\$1,000

8 hours at \$125 / hour

Run-of-show, staffing, vendor coordination, checklists, logistics and production preparation.



EVENT MANAGEMENT

Complete Event Management

FROM CONCEPT TO FINAL MOMENT — A DAN'S PAPERS FULL-SERVICE PARTNERSHIP



Event Strategy & Planning

Concept development, timelines, budgets and overall strategy



Talent & Entertainment

Talent booking, speakers, performers and presentations



VIP & Guest Experience

Invitations, RSVPs, hospitality, seating and concierge service



Sponsorship Management

Sponsorship packages, activations and brand integration



Photo & Video

Professional photography, videography and branded content



Staffing & Security

Hosts, staff, security, backstage crew and guest control



Venue & Décor

Venue selection, design, décor, staging and ambiance



Logistics & Operations

Permits, transportation, schedules and on-site logistics



PR & Social Media

Press outreach, influencers, content and social coverage



Post-Event Recap & Reporting

Photos, videos, PR coverage, analytics and sponsor reports

You enjoy the event. · I handle the details.

Event Partnership Model

MASHA TSINBERG CONSULTING — MEMORABLE, HIGH-IMPACT EVENTS



WHITE-LABEL

You own the client relationship. I manage event planning, production and execution behind the scenes.



CO-BRANDED

Your brand and Masha Tsinberg Consulting present and execute the event together.



MASHA-LED

You introduce the client; I lead event production, vendors, logistics and day-of management.

GALAS · VIP EXPERIENCES · LAUNCHES · FUNDRAISERS · PARTIES · CORPORATE EVENTS

One team. · One luxury experience. · Every detail managed.



SIGNATURE EVENTS

Extraordinary Galas That Inspire

HIGH-END. IMPACTFUL. UNFORGETTABLE.

Luxury galas and fundraisers that elevate your brand, engage your guests, and drive meaningful impact.



Luxury
Experiences



Meaningful
Connections



Powerful
Storytelling



Maximum
Impact

Fundraisers · Black-Tie Galas · Sit-Down Dinners
Live Auctions · Celebrity Guests · VIP Experiences



A SIGNATURE GALA, PERFECTLY EXECUTED



Elegant Design · Curated Menus · Premium Venues
Top-Tier Entertainment · Seamless Production · Lasting Impact
10 SEATINGS | INTIMATE. EXCLUSIVE. MEMORABLE.

Every detail. · Every moment. · Perfectly executed.



LET'S WORK TOGETHER

Let's Build *Your Brand*

"Your business deserves more than marketing. It deserves strategy."



SCAN TO CONNECT

New York · The Hamptons · Miami

917-701-3238 · Masha@MashaConsulting.com

www.MashaConsulting.com · [@Masha_Tsinberg](https://www.instagram.com/Masha_Tsinberg)

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