



Masha@MashaConsulting.com • www.MashaConsulting.com • 917-701-3238

MASHA TSINBERG

CONSULTING, LLC

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 www.MashaConsulting.com

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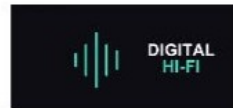




OUR CLIENTS

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BRANDS WE'VE HELPED BUILD



Be Seen. Be Heard. Be Remembered.



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MARKETING DASHBOARD

PROFESSIONAL KPI OVERVIEW

+218%

Website Traffic

+269%

SEO Growth

+123%

Lead Generation

27.8%

Conversion Rate

38%

Email Open Rate

+700%

Social Reach

+30%

Revenue Growth

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.



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LIVE STREAMING & VIDEO EVENTS

KD LIVE • COFFEE WITH KEY • FACEBOOK LIVE

14

KD Live Streams

279

KD Live Total Views

11

Coffee with Key Streams

314

Coffee with Key Views



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

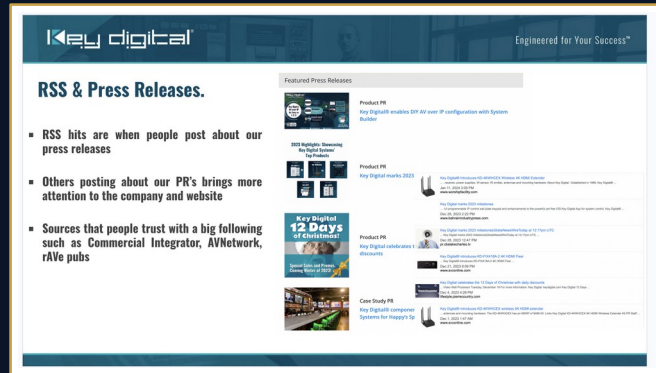
Strategy: Live video builds real-time trust — the next step is turning viewers into a reliably growing audience.



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PR & MEDIA

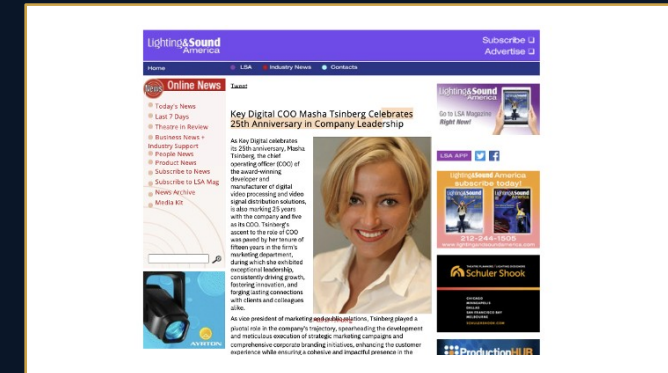
ARTICLES • PRESS RELEASES • SPEAKING • TV



PRESS RELEASES & FEATURED COVERAGE



SPEAKING ENGAGEMENTS



IN THE PRESS



MEDIA & EVENT COVERAGE

Strategy: PR compounds trust — press, podcasts, and speaking all build referral-worthy credibility.



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CONTENT MARKETING

REELS • VIDEOS • PHOTOGRAPHY • BLOGS • CAROUSELS

Key digital

Engineered for Your Success™

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



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



Transforming Collaborative Workspaces at elspaces!

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

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

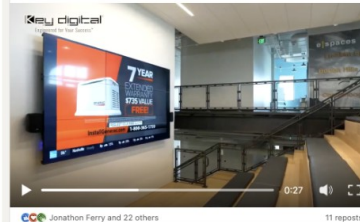
Our KD-BYOD4K Wireless Presentation Gateway made content sharing a breeze, impressing users with its user-friendliness, cost-effectiveness, and top-notch performance.

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

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

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

#AVSolutions #AVTweeps #AVsystems #AVConference #AVinBusiness
#CorporateAV



Reels & Short-Form Video

Editorial Photography

Blog & Long-Form Content

Email Campaign Design

SOCIAL MEDIA CONTENT STRATEGY

Strategy: Every asset is designed once and repurposed everywhere — social, email, web, and print.



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VIDEO MARKETING

YOUTUBE • REELS • CORPORATE • WEBSITE HERO

1,994

IG Followers

12

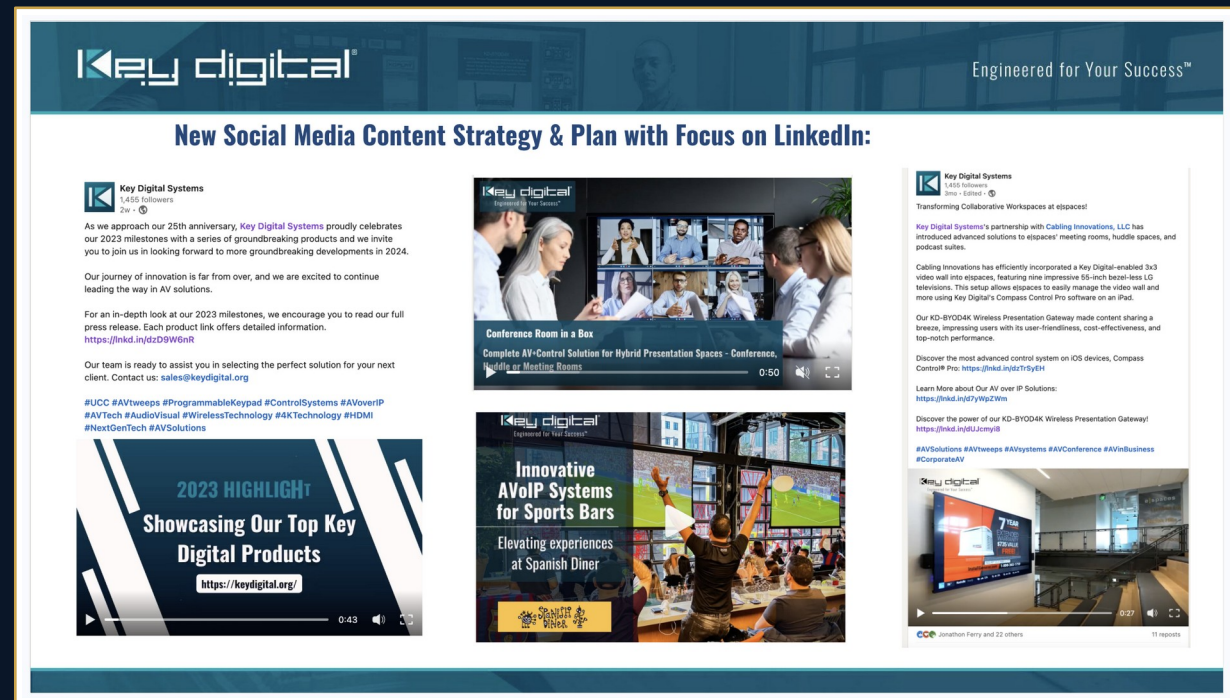
Videos Posted

5

Platforms Covered

∞

Reusable Assets



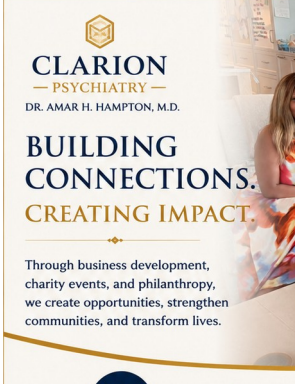
YOUTUBE • INSTAGRAM REELS • CORPORATE VIDEO LIBRARY

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

[illegible]



CLARION
— PSYCHIATRY —
DR. AMAR H. HAMPTON, M.D.



BUILDING CONNECTIONS.

CREATING IMPACT.

Through business development, charity events, and philanthropy, we create opportunities, strengthen communities, and transform lives.



BUSINESS DEVELOPMENT

**Building Relationships.
Creating Opportunities.**

- Strategic networking with leaders, innovators, and partners
- Partnerships that drive growth and community impact
- Connecting vision with meaningful collaboration
- Strengthening brand presence and long-term value



CHARITY EVENTS

**Bringing People Together.
Creating Change.**

- Hosting and supporting impactful charity events
- Creating platforms for awareness and action
- Building strong community engagement
- Turning compassion into lasting impact



PHILANTHROPY

**Investing in People.
Transforming Lives.**

- Supporting mental health initiatives and education
- Empowering underserved communities
- Funding programs that change lives
- Leaving a legacy of hope, health, and opportunity



Together, we build stronger communities, inspire trust, and **transform lives.**



DR. AMAR H. HAMPTON, M.D.
AWARD-WINNING PSYCHIATRIST
PHILANTHROPIST

☎ (888) 687-0123

🌐 www.clarionpsychiatry.com

📍 Serving Communities.
Changing Lives.



- **Luxury Galas & Charity Events**

- **CEO & Investor Meetings**

- **Hamptons Networking Events**

- **Medical & Executive Conferences**

- **Referral Partnerships**



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TRADE SHOWS & EVENTS

EVENT BRANDING • VIP NETWORKING • MEDIA COVERAGE

key digital®

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

BOOTH ACTIVATION — GITEX GLOBAL, ISE 2023

VIP networking & sponsor visibility

Media coverage & lead capture

Trade shows generate the majority of qualified leads

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



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WHY CHOOSE MASHA

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

Strategy: *A partner who has built brands, run operations, and led at the executive level — not just advised from the sidelines.*