2026 EPK



Masha Kova

ARTIST • INFLUENCER • CREATOR



Masha Kova is a 20-year-old Miami Beach Pop and R&B artist building a world where music, style, wellness and self-expression meet. Her feminine, culture-forward point of view pulls from Pop and R&B alongside her love for House, and nostalgic 2000s sounds, creating an identity that feels distinctly rooted in her generation.

Her newest single, “Red Light Green Light,” marks the next evolution of that world. The Pop/House record is confident, flirtatious and made to move, pairing dance-floor energy with the polished visuals, choreography and performance-forward approach becoming signatures of Masha’s emerging career.

Released in September 2026, the record follows “Bye Bye Bye,” produced by GRAMMY-winning music icon and mentor Teddy Riley, whose influence has helped further shape Masha’s appreciation for musicianship, performance and the sounds that defined generations before her.

Beyond the studio, Masha is a college student and classically trained pianist balancing her education with the demands of building a career in music. Her world extends naturally into fashion, beauty, fitness and wellness, giving audiences a fuller look at the young woman behind the artist.

With growing media visibility, live performances, brand relationships and an expanding digital audience, Masha is building beyond a single release. She’s developing the foundation of a new-generation pop artist with the sound, image and ambition to travel from Miami to audiences across the U.S. and globally.





Red Light Green Light” marks an exciting new chapter in Masha Kova’s evolution as a pop artist, delivering an infectious fusion of contemporary pop and house music that feels playful, confident, and irresistibly danceable.

Driven by flirtatious lyrics, undeniable chemistry, and sleek, high-energy production, the record captures the thrill of being caught in a magnetic push-and-pull. The title becomes a metaphor for anticipation, attraction, and the playful signals exchanged when neither person wants the moment to end.

Anchored by a memorable hook and club-ready beat, “Red Light Green Light” highlights Masha’s versatility as both a vocalist and performer. The track blends polished pop melodies with house-inspired production, creating a crossover record that feels equally at home on dance floors, streaming playlists, fashion runways, fitness content, nightlife campaigns, and festival stages.

The single also introduces a more carefree and seductive side of Masha’s artistry. Following the bold energy of “Bye Bye Bye,” “Red Light Green Light” shifts the narrative from walking away to leaning into attraction, movement, and living fully in the moment. It is a natural progression that showcases her ability to move seamlessly between emotional pop records and high-energy dance music while maintaining a distinct artistic identity.

With its feel-good energy, broad appeal, and instantly engaging production, “Red Light Green Light” is designed to connect across generations and audiences. The song captures the excitement of a night out, the electricity of mutual attraction, and the freedom of letting go when the music takes over.

“Red Light Green Light” is positioned as a standout seasonal release and another defining moment in Masha Kova’s growing catalog. The record further establishes her as a rising force in contemporary pop, capable of delivering music that is commercially accessible, performance-driven, and built to move audiences.





"RED LIGHT GREEN LIGHT" made its official music video debut on Vevo, marking another milestone in Masha Kova's rising career.



MUSIC









"Bye Bye Bye" is Masha Kova's lead single, produced by GRAMMY-winning icon Teddy Riley. Released independently through Vydia, the record anchors a multi-phase campaign across music, media, visual storytelling and live culture.

Her release history also includes "Aquarius," an independent pop/R&B statement that expanded her digital footprint with a coordinated agency-led rollout.

Masha's music is designed to live beyond the stream - through Body So Tea, content, community and culture-forward activations.

KEY MILESTONES



<u>Apple Music editorial playlist placement</u>

ALT-R&B • 142 markets • 138 days

Track:

The Worst

Bye Bye Bye

#48 on Apple Music's The Cosign editorial playlist

<u>Spotify milestone</u>

Reached 1K+ monthly listeners

<u>Playlist milestone</u>

#5 on Mood: Soul (99.4K followers)
Genre movement

Top 250K rock artists worldwide

Current catalogue includes Bye Bye Bye, Aquarius, Chandelier and The Worst.



"BYE BYE BYE" made its official music video debut on Vevo, marking another milestone in Masha Kova's rising career.

VISUAL WORLD









Masha’s visual world is intentional, feminine and unmistakably her own - balancing polished pop glamour with an edge that travels across music, fashion, wellness and live culture. Every image is built to make the artist recognizable before the record even starts.

LIVE EXPERIENCES & MORE



Double Tap To Interact







Body So Tea x No Days Off showed Masha's ability to turn a release into a real-world community moment - combining music, wellness, movement, content capture and fan connection.

Her live world is designed to travel: support slots, curated live experiences, campus programming, festival side stages and brand-aligned performance moments.

UPCOMING:

- **Live performance at Arlo Wynwood 'Open Sessions' - Sept.19th**
- **Art Basel Activation Dec 2026**
- **College/Univ Tour (Fall 26' Spring 27')**

MOMENTS WITH MASHA



Masha’s recurring lifestyle and storytelling series gives fans access to the artist beyond a music drop.

Seasonal episodes, behind-the-scenes content, wellness and day-in-the-life moments build familiarity and keep the audience engaged between releases.

Partner value
Repeatable, brand-safe integration format

Episodic content for social, media and tour marketing

Connects music, community and Masha’s visual world



DIGITAL IMPRINT



LOCAL 10
FRESH FACE
Click Here to View



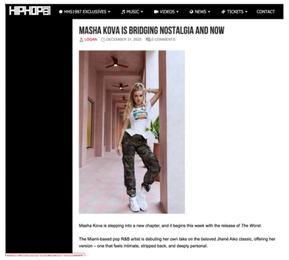
OFFICIAL WEBSITE
Click Here to Visit



"BYE BYE BYE"
MUSIC VIDEO
Click Here to View



THE SOURCE
FEATURE
Click Here to View



HIPHOPSINCE1987
FEATURE
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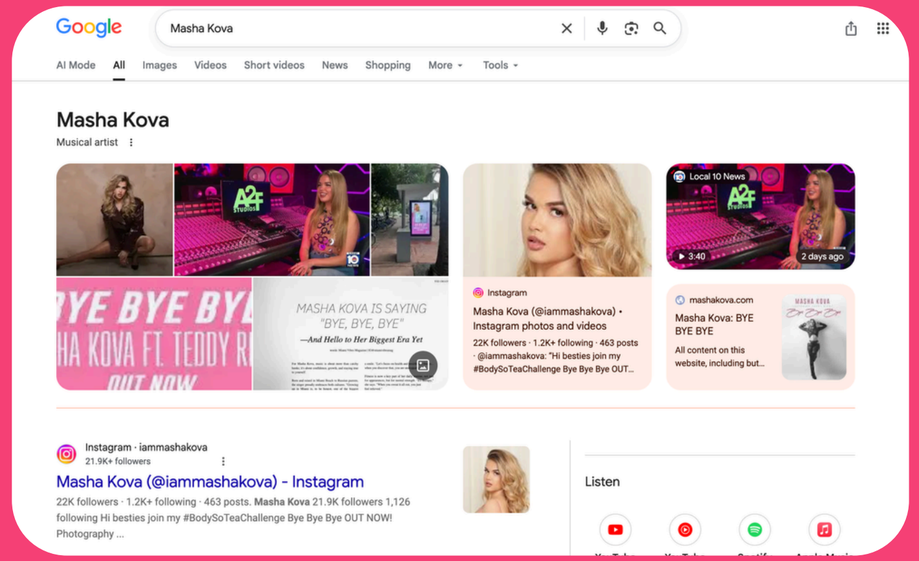
MIAMI VIBES
MAGAZINE
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ROLLING HYPE
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UPCOMING:

- Video Placement → MTV VOD, MTV, and MTV Spankin' New

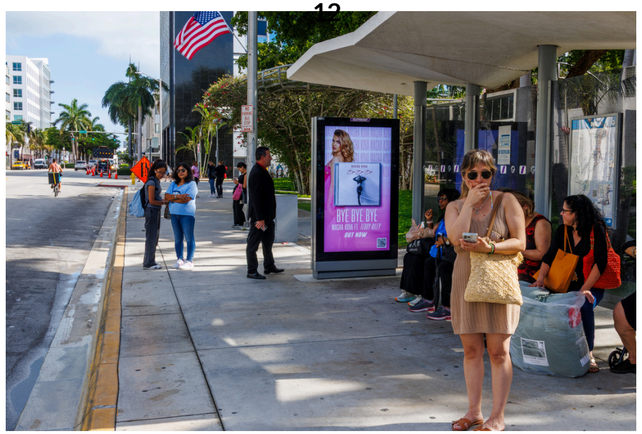
CAMPAIGNS













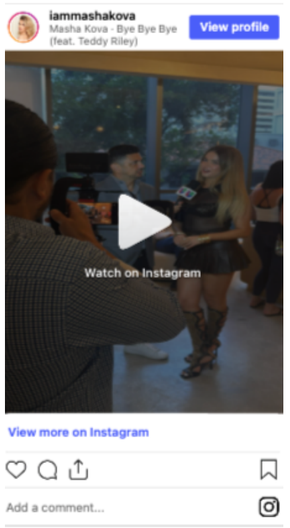
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PARTNERSHIPS

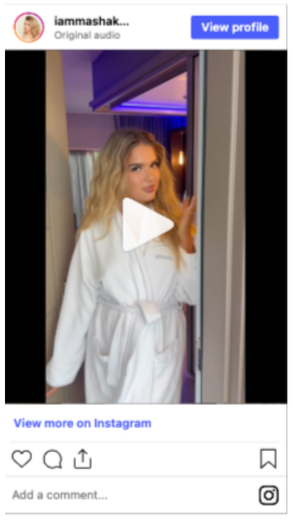




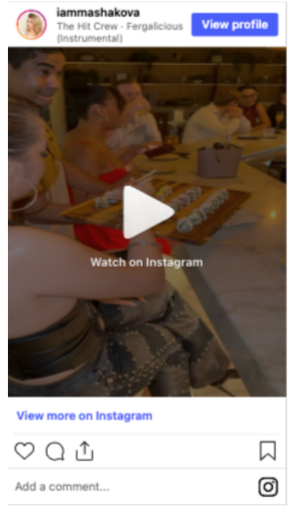




Double tap to interact



Double tap to interact



Double tap to interact

Masha brings a distinct point of view to partnership work - rooted in music, self-expression, wellness and culture.

She is open to select partnerships across beauty, fashion, wellness, live experiences, content and gifting - built to feel native to her audience and memorable in the moment.

Contact shawn@thelipstickroyaltyagency.com



CONTACT

For label, A&R, booking, media and partnership enquiries, please connect with Masha’s team below.

Official site: mashakova.com

Masha Kova is building her next chapter at the intersection of music, visual identity and live culture.

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