



MASHA KOVA

A Modern Voice in Music & Culture

Masha Kova is a Pop and R&B artist whose work sits at the intersection of emotion, intention, and cultural memory. Based in Miami and globally minded in her creative approach, she blends nostalgic softness with modern confidence, creating music that feels intimate, cinematic, and current.

Her artistry is rooted in storytelling. Influenced by late 1990s and early 2000s pop and R&B, Masha draws from an era defined by vulnerability, femininity, and emotional truth. She reinterprets those influences through a contemporary lens, delivering music that feels familiar yet deeply personal. Each release is thoughtful and intentional, designed to connect with listeners on an emotional level rather than chase trends.

The first quarter of the year marks a defining chapter in Masha Kova's career, centered around a focused rollout of new music that reflects clarity and growth. She begins with her reimagined cover of The Worst, a song that holds deep personal meaning and showcases her ability to honor a classic while making it her own. This is followed by the release of Aquarius, an original track that captures her introspective nature, individuality, and emotional depth.

Anchoring the quarter is Bye Bye Bye, an upcoming single featuring legendary producer Teddy Riley, signaling a powerful new phase in her sound and artistic direction.

Digital Presence & Reach

Masha has cultivated an engaged, global audience across multiple platforms, establishing herself as both a musical talent and a cultural voice resonating with Gen Z and millennial audiences.

18K

Instagram Followers

Highly engaged community with consistent growth

4K

YouTube Subscribers

Over 1 million total views across content

14K

TikTok Following

Rapidly expanding reach with viral potential

Beyond the music, Masha is a multidimensional creative force. Her visual identity is editorial and fashion forward, extending her storytelling across imagery, performances, and her ongoing digital series Moments with Masha. Through the series, she invites audiences into her world, offering an intimate look at her creative process while maintaining a strong sense of artistry and intention. Masha Kova is an artist fully aligned with her voice and vision. As she enters this next phase, she brings not only compelling music but a clear point of view, a refined aesthetic, and a growing cultural presence. With new releases, high profile collaborations, and an expanding platform, Masha is positioned for a breakout year and is actively seeking partners, platforms, and collaborators who value artistry, intention, and long term creative vision.

STAY CONNECTED    **IAMMASHAKOVA**

PRESS/PARTNERSHIPS: SHAWN@THELIPSTICKROYALTYAGENCY.COM