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## **Joya Pavesi Joins Rivergate KW Residential as VP of Marketing and Strategy**

**CHARLOTTE, N.C. and MIAMI, Fla. – May XX, 2016** —Rivergate KW Residential, a multifamily property management company, has strengthened its growing team by hiring Joya Pavesi as Vice President of Marketing and Strategy. She specializes in marketing and brand strategy, customer experience and loyalty, interactive marketing, social media and reputation management.

Pavesi comes to Rivergate KW Residential with more than 10 years of multifamily marketing experience. She previously served as Senior Marketing Manager for Greystar in the Carolinas. Pavesi was responsible for the marketing of more than 30,000 stabilized units and 10,000 units in the new development pipeline.

Additionally, Pavesi served as Regional Marketing Director at Camden Property Trust. She oversaw more than 12,000 units across North Carolina, Northern Virginia, Maryland and Washington, D.C.

“We are thrilled to have a multifamily marketing expert of Joya’s caliber on our team,” said Marcie Williams, President of Rivergate KW Residential. “She comes to us with significant experience and we are excited about the continued growth of the company.”

“Joining RKW Residential was an opportunity I couldn’t pass up,” said Pavesi. “The innovative leaders of the company are leveraging their relationships and solid track record in property management to substantially grow our platform. I’m excited to see what we can accomplish together.”

Pavesi graduated from the University of North Carolina at Charlotte with a bachelor’s degree in communications. She served on the Greater Charlotte Apartment Association Board of Directors and PR Committee from 2010 -2014 and graduated from the Leadership Lyceum program.

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**About Rivergate KW Residential:** RKW Residential is a third-party property management firm headquartered in Miami with regional offices in Charlotte and New York, and satellite offices throughout Florida. RKW Residential was formed out of the partnership of Rivergate Companies, a private real estate investment firm, and KW Property Management, one of the largest condo management companies in Florida representing 60,000 condo units. The firm’s principals have extensive experience in multifamily investments and property management including acquisitions/dispositions, development, lease-up, stabilized and value-add assets. RKW Residential delivers expertise in multifamily management through its technology, marketing and customer experience platforms. With 5,000 multifamily units under management, the company’s People First Philosophy prioritizes client relationships to bring strategic insight and sound operations together to enhance property values. For more information, visit [www.rkwresidential.com](http://www.rkwresidential.com).