



## **Michelle Butcher Joins RedPeak Properties as Interactive Marketing Manager**

DENVER – June 1, 2011 – RedPeak Properties, one of the most respected apartment owners, acquirers and developers in Denver, announced that Michelle Butcher has joined the company to advance interactive marketing strategies for the company. Ms. Butcher joins as the company's Interactive Marketing Manager. She will be responsible for leading the company's ecommerce initiatives, internet marketing campaigns, as well as other interactive activities within RedPeak's web marketing platform.

"We're excited to welcome Michelle Butcher to the RedPeak team," said Mark Windhager, Chief Operating Officer of RedPeak Properties. "She brings a strong background in search engine marketing, internet marketing, as well as a background in content management that we look forward to utilizing with our interactive marketing strategy at RedPeak."

Prior to joining RedPeak Properties, Ms. Butcher was an eCommerce Marketing Coordinator for Archstone Apartments. She was recognized for creating a free email system that automatically alerted leasing offices whenever they received a new review on review sites like Yelp.com or ApartmentRatings.com, which helped the operations team to respond to customer ratings quickly and manage the community's online reputation. For her efforts she received the Archstone Innovation Award. During her time at Archstone Ms. Butcher helped monitor the social media efforts, managed relationships with third party internet listing websites, helped conduct online resident surveys to help shape website features, and conducted Search Engine Optimization Audits for all of the properties at the company.

Ms. Butcher has also been a published blogger for eHow.com as well as Examiner.com.

RedPeak Properties is a full-service apartment owner, operator, developer and acquirer with an exclusive focus on Denver and Colorado's Front Range. The company continually upgrades the value of its portfolio through the thoughtful development, redevelopment and repositioning of its assets. RedPeak strives to provide distinctive, highly amenitized residences close to key employment centers, public transportation and entertainment districts. RedPeak's portfolio comprises 2,267 units located in Downtown Denver, Cherry Creek, Greenwood Village, Cheesman Park, Glendale, Littleton and Colorado Springs. Its current portfolio includes [1600 Glenarm Place](#), [The Seasons of Cherry Creek](#), [Timber Creek Apartments](#), [Heritage Creek Apartments](#), [Cottonwood Creek Apartments](#), [Arboretum at Cheesman Park](#), [Hunters Cove Apartments](#), [Quail Ridge Apartments](#), [Briarglen Apartments](#), [195 Jackson](#) and [60 Corona](#).

Complete company information can be found at <http://www.RedPeak.com>.

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