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Robyn Moran chosen as 2007 Up-and-Comer

BY TIFFANY BECK | CONTRIBUTING WRITER

Robyn Moran is a Jill-of-all-trades. As marketing director at Mercantile Commercial Capital LLC, she's an immensely well-rounded worker.

In 2003, she was the first Mercantile Commercial employee and as a result, has done a little of every thing there. "Robyn takes on more than most women with twice her experience," says Chris Hurn, Mercantile Commercial's CEO. "She's a champion for her clients, co-workers and the company."

So it's no wonder Moran, age 26, was chosen as *Orlando Business Journal* and Orlando Regional Healthcare's 2007 Up-and-Comer.

Thirst for knowledge

During the past four years, she built Mercantile Commercial's marketing department from a one-woman shop into a department of six full-time employees.

"Everything she's touched seems to be successful," says Alan Byrd, vice president of sales, marketing and public relations with McCree Inc.

Moran continuously looks for ways to improve herself. She has completed courses in HTML, underwriting and Photoshop. She also taught herself computer graphics, Web site design and search-engine optimization.

"I believe it's how you spend your time off the clock that really sets you apart," says Moran. "Especially when you are young, you need to further your knowledge to get ahead."

Moran's biggest contribution to Mer-



PHOTO BY JIM CARCHIDI

Robyn Moran

cantile Commercial may be her emphasis on marketing technology. For example, she's used search engine optimization to

increase her firm's Web site ranking in search engines. Hurn says Mercantile Commercial is in the top 10 listings in Google searches.

Irreverent approach

Moran also is known for her constant smile and bubbly personality, which shines in her unconventional, irreverent approach to advertising. For example, one of her recent ads reads, "The best owner-occupied commercial real estate loan is the one your banker failed to mention."

"I really have fun," says Moran. "We work hard, but we also play hard."

'Bright future'

This year, Moran will work on Mercantile Commercial's nationwide expansion by finding representatives in other markets to carry its loan products.

She's also involved in such charities and organizations as March of Dimes, Commercial Real Estate Women, the Go Touch Your World charity and Tenacious Endeavors, a networking group founded by Moran for young professionals in the real estate industry.

Further, Moran hopes to start up her own marketing technology consulting firm some day.

"Robyn over the years has shown tremendous tenacity and devotion to improving the notoriety of her firm and the organizations she's involved with," says Byrd. "She has a bright future as a community leader and in marketing."