



AUDRA C. WILKINS

COMPANY

Owner: Audra Carter Minority Ad Agency
 Founder: AC Advertising Promotions & Public Relations
 Co Founder: AC Advertising and Media Group
 Founder: Bridging the Gap Network
 Owner and Founder Bio: Audra C. Wilkins (aka: Audra A. Carter)
 Owner and Founder: ACarter Consulting



- 30 years as a sales executive in the health, auto, commercial, life and securities industry
- 15 year career in newspaper, magazine, TV radio, and media industries
- 16 years promoting volunteering in education, emergency management, preventative healthcare in the minority community
- Ms. Carter's civic and business experience in the Northwest Florida region gives her unique leadership ability to be a network and relationship builder, a key component in growing an advertising, marketing, internet and promotions agency.
- 2004 Leadership Pensacola (LeaP) Program, a community and business leadership development class. Unique leadership opportunities it became clear to Ms. Carter that the cultural gaps existing within our community stymie everyone's growth. She has made it her mission to bridge those gaps by bringing the multicultural community together in business, leadership and community endeavors.
- The goal of the Bridging the Gap Network is to bring the many cultures represented in the Northwest Florida area together through non traditional diverse media, community outreach, culturally sensitive radio, television, web site design and print media outlets

PROFILE

Promoting community, diversity, knowledge, awareness, multicultural interaction, respect, communication, sharing, compassion, acceptance, involvement, leadership, understanding, growth and tolerance to increase opportunities and economic growth businesses.

SKILLS

HIGHLY SKILLED IN:
 GREETING AND INTERACTING WITH
 CLIENTS, CUSTOMERS AND
 GOVERNMENT ENTITIES

- In-depth knowledge of answering telephone calls on multi-line system
- Proven record for scheduling appointments and administrative services
- Able to coordinate transportation for patients
- Demonstrated ability to interact with staff, patients and public
- Profound ability to check-in and check-out patients efficiently
- Able to multitask and work in a fast pace environment
- Excellent customer service skills
- Able to schedule tests and procedures and enter referrals into the system
- Able to manage busy waiting room
- Experience verifying insurance coverage
- Account collections
- Answering multi phone lines
- Maintains strict confidentiality
- Knowledge of HMOs, Medicare and Medi-Cal

WORK EXPERIENCE

Successfully, increase exposure and accessibility as a liaison for non minority businesses, seeking to reach the underserved, small business and minority community primarily in healthcare, emergency management, business certification and education segments



- Organization: Sacred Heart Health System, University of West Florida, Community Maritime Park Referendum, Access Escambia, City of Pensacola, Pensacola Gulf Coast Regional Airport, Florida General
- Baptist Convention, First West Florida Baptist Association, Pensacola State College
- Direct Interactions

COMMUNITY OUTREACH



Public Speaker, host of "Straight Talk" radio show on WRNE Radio 980AM and TV Host on "Bridging the Gap" podcast and WUWF TV Channel 4, show host Audra Carter is Bridging the Gap in her community, by giving her sponsors, viewers and listeners an opportunity to reach the minority community with information about programs, services, and projects that are of interest to as broad of a base of the citizenry as possible.

AUDRA C. WILKINS

Dedicated to promoting community diversity, multi-cultural interaction, respect, understanding, growth and tolerance within our community. Committed to increasing opportunities and economic growth for small, minority and women owned businesses. Creative problem solver, courageous, innovative and an excellent communicator.

Experience and knowledgeable about cultural sensitivities, integrating wisdom, inspiring trust through her example of personal leadership, excellence, and good stewardship. Sharing compassion, acceptance, involvement, respect, and dignity in service to others especially for persons most in need.

Community Diversity

Knowledge

Awareness

Multi-Cultural

Respect

Communication

Sharing



Sunrise, Florida 33322



850-696-8682



info@acarterconsulting.com

EDUCATION



- September 2022 - Google Foundations of Digital Marketing and E -Commerce, Google Digital Marketing & E-commerce
- Graduate June 2010, Master of Management in Public Administration, University of Phoenix
- Graduate Specialization September 2010, Master of Management in Human Resource Management, University of Phoenix
- Graduate May 2005, Certification General Office Procedures/ Administrative Support Management/ Interdisciplinary Information Technology/Hotel Resort Management George Stone Technical Institute
- Graduated June 1980, State University of New York at Binghamton, Bachelor of Science

AWARDS/NOMINATIONS/ALUMNI



- Presidential Who's Who Among Business and Professional Achievers (2009)
- Emerging Outstanding Businesswomen (2006) – Award Recipient
- Advisory Board Member and Co-Chair of Youth LEAP (2005)
- Spirit of Women (2005) – Nominee
- Leadership Pensacola 2004 – Graduate/Alumni
- Spirit of Fiesta – Award Recipient (2003)
- The Landmark Education – Advance Class Graduate/Alumni (2001)

BOARD / COMMUNITY INVOLVEMENT



- CO-FOUNDING - PROFESSIONALS & RESOURCES GROUP (P&RG) COMPANY (ORGANIZATIONAL) AND BUSINESS DEVELOPMENT
- National Policy Alliance – Volunteer Member
- Pensacola Multicultural Center (at the Community Maritime Park) – Visioning Group Member
- Baptist Lakeview Center - Board of Director, Member, Vocational Committee Member
- Early Learning Coalition of Escambia County –Member of Board Directors, Imagination Library, Chair, Quality Initiatives Committee, Member
- City of Pensacola - Board of Director, Member; Human Services Appropriation Committee
- BRACE – Be Alliance Coordination for Emergencies
- Visit Pensacola - Tourism Development Council
- Foundation for Excellence
- Gulf Coast African American Chamber of Commerce
- Pensacola International Airport

FAMILY



Daughters:

- Rayna, age 40, Graduate – University of Miami: BS in Early Child Education and English Literature
- Aja , age 27, Junior – Brandeis University: Major – Sociology - Politics and Social Change, Pursuing a Graduate Degree - UC Berkeley Political Science Department