



Carla Banks

Director, Communications & Marketing

BS in Telecommunications, University of Florida

MA in Public Relations Management and Administration, Mountain State University

Contact Info:

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Career Highlights

Carla Banks joined the City of Greensboro in April 2016, as the Communications and Marketing Director. Most recently she served as the first Director of Public Affairs for Orange County, NC and previously as the Manager of Communications for the City of Kissimmee, FL.

In addition to her work directing local government communications, Ms. Banks was also a news anchor and reporter, working for television stations in Florida, Georgia and Missouri.

In her current role with the City, Carla oversees the communications division, Greensboro Television Network, the graphic services/print shop division and its mail room services, and the Contact Center.

Carla is a graduate from the University of Florida College of Journalism and Communications. She also earned a master's degree in Public Relations Management and Administration from Mountain State University in Beckley, WV.

Professional Organizations and Memberships

- ICMA - International City/County Management Association
- Local Government Federal Credit Union - Advisory Council Member
- League of Women in Government
- 2nd Vice President, National Forum of Black Public Administrators, Triad Chapter
- United Way Greater Greensboro Women United Cabinet Member
- United Way Greater Greensboro African American Leadership Cabinet Member
- United Way Greater Greensboro Youth Employment Mentoring Taskforce
- City of Greensboro: Talk of the Town Toastmasters

Awards and Recognition

- City of Kissimmee: 2008 All-America City award presented by National Civic League
- City of Kissimmee Public Information Office received awards for regional, state, national and international professional associations for various publications and videos.
- City of Greensboro: 2016 Tele Award for Council Conversations

Professional Certifications

- Incident Command Systems Certifications (ICS) - ICS 100, ICS 200, ICS 400, ICS 700