

# Kelly Ettenborough

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## EDUCATION

Arizona State University  
Bachelor of Journalism

## QUALIFICATIONS

- Corporate Communications experience, including Agile and LEAN communications, at a Fortune 200 company.
- Employee communications, including executive communications, during the transition to the Toyota Way practices through Gemba Kaizen at a large hospital system.
- Editor/reporter at a top 10 U.S. circulation newspaper. Accomplished successful, ground-breaking projects in print and digital ranging from social media posts to long-form investigative journalism. Pulitzer-prize nominee and multiple state and national awards.

## EXPERIENCE

### HS International

August 2022 to present. Communications Specialist, Remote contract work for Phoenix, Arizona-based Freeport-McMoRan: writing, editing, successful CEO award submissions, and review of other publications – sustainability reports, annual reports and quarterly magazines. Dearborn, Michigan.

### Freeport-McMoRan

May 2017 to March 2022. Senior Communications Specialist: executive communications, HR communications, planning, editing, writing and posting for the company intranet, print and other digital publications as well as external media, crisis communications and ESG projects.

Supported Agile and LEAN communications, HR, finance, legal, compliance, the executive team, corporate governance and more with counsel, writing, editing and strategic planning. Go-to deadline writer on team.

Fortune 200 mining company with 130,000 global employees and contractors with headquarters in Phoenix, Arizona. Worked in corporate office and remotely.

### HonorHealth

September 2008 to May 2017. Communications Manager, April 2014 to May 2017. Public Relations Specialist, September 2008 to April 2014. Led internal communications during the merger and brand launch of HonorHealth (John C. Lincoln Health Network and Scottsdale Healthcare in October 2013) and transitioned to new branded communications for leadership and employees. Unbranded the two hospital systems' communications and launched new

communications with new name, designed to meet needs of all employees. Envisioned, wrote and directed the "unbranded" mission, vision and values video for the new organization prior to the name announcement.

Trained in Gemba Kaizen as lead on employee communications for the transition. Wrote and directed communications and strategy.

Met daily, weekly and monthly deadlines. Executive communications included talking points, columns, speeches and media coaching. Event planning for internal and external stakeholders. Go-to deadline writer on team.

Launched John C. Lincoln's first Twitter account. Designed/built/updated corporate internal and external sites + posting with Firststep, Drupal, React (Wix editor), SuccessFactors and other coding. Transitioned John C. Lincoln from print to digital internal communications with a combination of technical skills, writing and communications planning for end users.

More than 15,000 employees serving the metro Phoenix population through nine hospitals and a large network of physician practices with corporate offices in Scottsdale, Arizona.

### **The Arizona Republic**

October 1996 to September 2008. Editor, Features department. Weekend editor. Breaking news/investigative reporter. Religion news and breaking news/general assignment reporter. Created some of the first multimedia stories for azcentral.com. Pulitzer Prize nomination and state and U.S. awards. Phoenix, Arizona.

### **Tribune Newspapers (East Valley Tribune)**

May 1990 to October 1996. Night editor, religion editor, special projects. Reporter, breaking news, police/fire, education, environment, county government, health and religion/spirituality. Launched first bulletin board system for Mesa, Arizona, neighborhoods to increase communication and encourage citizen journalism. Mesa, Arizona.

## **AWARDS**

**Pulitzer Prize nomination, Public Service Journalism**, *The Arizona Republic*, 2003, with Joseph A. Reaves, for investigation into the Roman Catholic Diocese of Phoenix and priests accused of sexual abuse or harassment (priest database project).

**Copper Quill Award**, International Association of Business Communicators in Arizona, 2009, Marketing and Communications team project to launch the John C. Lincoln Breast Health and Research Center.

**American Association of Sunday and Features Editor Best Features Sections 2007-2008**, part of the staff who won recognition for best sections for the week in the United States. Editor in charge of two sections and managed team centerpiece stories for four other sections out of 14 submitted in the winning nomination.

**Best of Gannett Award**, first place for all Gannett Newspapers in the United States, 2006, with team, for *yesStyle*, a glossy style magazine.

**Don Bolles Award for Investigative Reporting**, tie for second place in state, Arizona Press Club, 2003, two stories double bylined with Joseph A. Reaves (priest database project) in *The*

*Arizona Republic.*

**Best of Gannett Award**, third place for all Gannett Newspapers, 2003, investigative reporting double bylined with Joseph A. Reaves (priest database project).

**Arizona Press Club Awards**, various 1994 and 1996-2003.

## **BOOK**

### **Arizona's Sanctuaries, Retreats and Sacred Places**

Westcliffe Publishers, July 2003. Planned, authored and photographed travel book with 100 diverse Arizona sites, 55,000 words and 120 color photographs. Traditionally published.

## **ADDITIONAL EDUCATION**

**Generations**, 6 hours, July 2018, Freeport-McMoRan, Phoenix, Arizona.

**Business Acumen**, 12 hours, June 2017, Freeport-McMoRan, Phoenix, Arizona.

**VitalSmarts New Science of Leading Change**, 16 hours, 2016, Phoenix, Arizona.

**Change Communication: Using Communications to Engage Your Community and Employees During a Whirlwind of Transformation**, 6 hours, September 2014, Society for Healthcare Strategy & Market Development of the American Hospital Association. Scottsdale, Arizona.

**VitalSmarts Crucial Conversations**, 16 hours, 2014, Phoenix, Arizona.

**Public Information Officer Awareness Course (MAG 289)**, 8 hours, 2013, Arizona Division of Emergency Management in conjunction with FEMA, Tucson, Arizona.

**Basic Public Information Officer Course (MAG 290)**, 16 hours, 2013, Arizona Division of Emergency Management in conjunction with FEMA, Gilbert, Arizona.

**VitalSmarts Influencer Training**, 16 hours, 2012, Phoenix, Arizona.

**The Toyota Way Training**, 80 hours, 2010, Phoenix, Arizona.

**LEAN (Continuous Improvement) Training**, 40 hours, 2010, Phoenix, Arizona.

**Baldrige Continuous Improvement/Systems Approach Training**, 16 hours, September 2009, Phoenix, Arizona.

**Management and Leadership Training for Editors**, 45 hours, October 2006, American Press Institute, Washington, D.C.