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Janey Wetzel

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[Portfolio Link](#)

SUMMARY

Motivated Junior at George Washington University (B.A. Communications & Marketing; Journalism minor; May 2027). Experience supporting content operations and cross-channel storytelling by streamlining workflows, coordinating stakeholders, and turning complex information into clear decks, reports, and audience-ready messaging. Highly organized, detail-oriented, and process-driven in fast-paced environments.

EXPERIENCE

Editorial Intern

PEOPLE Magazine, People Inc., [authors page here](#)

June 2026 - Present

- Write and contribute celebrity, entertainment, lifestyle, and human-interest stories across PEOPLE's digital and print verticals.
- Pitch timely, audience-driven stories informed by pop culture trends, SEO, and reader analytics.
- Monitor emerging "pre-viral" moments and daily celebrity sightings to support high-click coverage.
- Support fact-checking, reporting, interviews, and event coverage, including red carpets.
- Coordinate with publicists, talent representatives, and sources to ensure accuracy, logistics, and subject voice.
- Adapt to a fast-paced newsroom while balancing deadlines, feedback, and PEOPLE's tone.

Communications Specialist (Part-Time, Remote)

Office of Mayor Quinton Lucas, The City of Kansas City

Aug 2025 – Present

- Operationalize daily communications workflows across press, speechwriting, and digital content to maintain a consistent voice and rapid turnaround on high-visibility updates.
- Identify reputational risks and time-sensitive storylines; flag high-priority items and recommend follow-up actions.
- Track recurring reporters/outlets and coverage patterns to inform outreach strategy and message discipline.
- Retained based on performance during summer internship.

Brand Strategy & Media Relations Intern

Office of Mayor Quinton Lucas, The City of Kansas City

May 2025 - August 2025

- Created public-facing content across social, digital, and print channels to support citywide campaigns.
- Drafted press releases, proclamations, event remarks, and official letters on behalf of the Mayor.

- Helped manage the Mayor's inbox and coordinated constituent, press, and policy responses.
- Tracked and analyzed daily media mentions to inform communications strategy.
- Developed messaging strategies to promote civic engagement across platforms.
- Led day-of content operations for marquee events, coordinating run-of-show, speaker assets, and rapid comms needs across stakeholders.
- Handled daily administrative tasks, including proofreading, scheduling, note-taking, and interdepartmental coordination.

Freelance Writer

December 2024 - Present

- Write and publish culture-focused articles, essays, and reported pieces across digital platforms, including Her Campus, BUST Magazine, and an independent Substack.
- Pitch timely story ideas rooted in pop culture, media, identity, and internet culture, with a focus on sharp angles and audience relevance.
- Develop narrative-driven work that blends personal voice, cultural analysis, and thoughtful commentary.
- Adapt tone, structure, and style across editorial platforms while building a growing portfolio of published writing.

Communications and Events Intern

The Institute of World Politics

January 2025 - May 2025

- Supported event coverage logistics, including speaker/talent outreach, briefing notes, and run-of-show coordination.
- Wrote clean, publish-ready copy on deadline (event pages, bios, recaps, web updates, press-style announcements).
- Built and maintained media/stakeholder lists; drafted pitch notes, backgrounders, and talking points; responded quickly with accurate context.
- Managed calendars and records with close attention to names, titles, dates, and details to support feature-style outreach.
- Tracked engagement signals and referral sources to sharpen angles, tighten headlines/subject lines, and optimize timing and channels.

Marketing & Digital Content Intern

Inspired Closets KC

June 2024 - December 2024

- Produced polished lifestyle content with an elevated aesthetic and clear visual storytelling.
- Tracked culture/trend signals to inform timely content angles and creative direction.
- Supported production across photo, video, and graphics, creating clean assets aligned with brand voice.
- Used audience insights to refine strategy and support digital growth.

Strategic Partnerships Intern

The Greater Kansas City Chamber of Commerce

May 2024 - August 2024

- Researched and organized a segmented prospect list to support targeted outreach and faster follow-through.
- Supported event planning and execution, then led quick post-event follow-ups to turn conversations into clear next steps.
- Produced promotional copy and updates for a large member audience (2,000+ companies), keeping messaging concise and engaging.
- Interviewed stakeholders and translated insights into actionable recommendations for a recognition-focused website strategy.
- Managed logistics and deadlines (scheduling, invoices, tracking) to keep communications and editorial-style deliverables on pace.

Marketing & Event Planning Intern

The HALO Foundation

May 2024 - August 2024

- Produced social content tied to campaign goals and tracked performance to inform next posts.
- Led detailed planning for fundraising events, aligning program flow and donor touchpoints to drive pledges and repeat gifts.
- Wrote and edited promotional materials, aligning voice and visuals across platforms.
- Identified a fragmented social feed and pitched a simple, repeatable template strategy; built examples, tested against engagement data, and secured adoption that HALO continues to use.
- Redesigned HALO's annual report from the ground up to match current brand standards; delivered a clean, update-ready file the team still uses with minimal edits.

Broadcast Intern

WRGW Radio Station

January 2024 - May 2024

- Researched, wrote, and presented news stories for live broadcasts on WRGW, GW's on-campus radio station
- Collaborate in a fast-paced team environment to shape broadcast content and direction
- Strengthened skills in live delivery, content production, and on-air decision-making through hands-on experience
- Gained practical knowledge of radio production and editorial processes

Ritual & History Director

Kappa Kappa Gamma - Gamma Chi Chapter

October 2024 - October 2025

- Lead chapter traditions and values education through semester programming, ceremony planning, and officer trainings that deepen connection and sisterhood.
- Preserve institutional memory by curating chapter archives, documenting key milestones, and integrating history into new-member education and ongoing member development.
- Ensure ritual excellence and compliance with national guidelines by coordinating logistics, coaching chapter leaders, and standardizing run-of-show materials.

- Partner with Membership and DEI chairs to create inclusive, values-driven experiences that strengthen belonging and chapter engagement.
- Launch feedback loops and post-event debriefs to measure participation, identify gaps, and continually improve chapter culture.

Freelance Photographer

August 2022- Present

- Shoot portrait and sports photography (plus events/interiors/brand), delivering polished galleries on deadline in Lightroom/Photoshop.
- Translate client goals into visual stories through creative direction, scouting, shot lists, and on-set leadership.
- Market the business via portfolio updates, social content, SEO site refreshes, and outreach to drive repeat clients and referrals.
- Run end-to-end production workflows (planning, logistics, backups, color, licensing, delivery).
- Advise clients on usage rights, specs, and asset organization to support brand needs and satisfaction.
- Stay current on trends and gear to improve quality and efficiency.

Arts Education & Program Development Intern

Kansas City Young Audiences

August 2021- May 2022

- Streamlined program operations by coordinating schedules, artist bookings, school partner communications, and day-of logistics to ensure on-time delivery of arts residencies and assemblies.
- Contributed to event planning for showcases and family programs, including vendor coordination, volunteer check-in, and audience flow.
- Helped to produce a safe, inclusive learning environment by encouraging student participation, providing positive behavior support, and modeling collaborative, creative practice.

ACADEMIC RECOGNITION

Parsons School of Design Summer Intensive

Selected Student

Parsons School of Design

July 2022

Helzberg Brothers Trophy

Recipient

Pembroke Hill School

May 2023

High Honors

Recipient

Pembroke Hill School

August 2019 - May 2023

COMMUNITY/PHILANTHROPIC AFFILIATIONS

The Children's Place

- Teen Board Member, 2022
- Volunteer, 2021

GiveSevenDays

- Teen Board Member, 2022
- Annual Walk Committee Member, 2022
 - Kindness Walk Emcee, 2022

Presidential Service Award

Corporation for National Community Service

- May 2017 and May 2022

Member of Kappa Kappa Gamma Sorority

Gamma Chi Chapter

- Member since January 2024
- Ritual and History Chair (2024-2025)

PANELS

University Writing Capstone Lecture Series

George Washington University

Selected Presenter

March 2024

Summer 2024 Website Research: Enhancing Investor Acknowledgement & Assessing New Media Platforms

Greater Kansas City Chamber of Commerce

Selected Presenter

August 2024

EDUCATION

The Pembroke Hill School

August 2019 - May 2023

The George Washington University

August 2023 - May 2027 (expected graduation date)

Bachelor of Arts - Double Major: Communications + Marketing, Minor: Journalism

SKILLS

- Strong written and verbal communication skills across fast-paced, collaborative settings
- Confident team leader with experience delegating, motivating, and keeping projects on track
- Voice-and-tone versatility: able to match style to audience, platform, and brand
- Creative, story-first problem-solver with a strategic editorial mindset
- Thoughtful listener with strong interpersonal awareness and interview instincts

- Skilled at sourcing, synthesizing, and verifying information into compelling, accurate content
- Collaborative, curious, and eager to learn new tools, beats, and workflows

SUPPLEMENTAL ACTIVITIES/LEADERSHIP POSITIONS

Ritual and History Director of Kappa Kappa Gamma Sorority

Gamma Chi Chapter

The George Washington University

January 2024 - Present

- VP of External Affairs Committee
- Skills: Dedication, Sisterhood, Time Management

Pinnacle Yearbook Editor-in-Chief

Pembroke Hill School

August 2022 - May 2023

- Skills: Photography, Editing, Collaboration, Creativity, Project Management

***The Voice* Publication, Staff Writer**

Pembroke Hill School

August 2020-May 2023

- Skills: Strong writing, Research skills, Adaptability

REFERENCES

- **Mayor Quinton Lucas**, City of Kansas City, quinton.lucas@kcmo.org
- **Megan Strickland**, Office of Kansas City Mayor Quinton Lucas, (816) 766-5134, megan.strickland@kcmo.org
- **Jennifer Klock**, Greater Kansas City Chamber of Commerce, (316) 209-5946, jklock@kcchamber.com
- **Chelsea Tapken**, The HALO Foundation, chelseadiepenbrock@haloworldwide.org