

# JACQUIE MATECHUK

Professional Photographer, MPA



## PERSONAL INFO

Email: [jacquie@broughttolife.ca](mailto:jacquie@broughttolife.ca)

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Phone: 403.862.4566

## PRIMARY SKILLSETS

Public Speaking  
Photography Coaching  
Certified Bear Guide  
First Aid Certified  
Drone Pilot Basic License  
Photo Editing

## SPECIALTIES

Brand Ambassador  
Nature/Wildlife Photography  
Sports Photography  
Travel Photography  
Commercial Photography  
Conservation

## Introduction

After years of developing a passion for the art of photography, I am so grateful for the opportunity to share my experiences and inspiration with others. Meeting people from all walks of life and levels of experience has helped me to appreciate the journey that awaits each of us.

As a seasoned professional, I have experience with a wide variety of camera bodies, lenses, controls and composition to capture that perfect moment in everything from sports action to wildlife editorial and the all the moments between. Regardless of the genre I'm photographing, I'm always striving to go beyond expectations. This drive to learn and grow, consistently enhances creative insight providing fresh perspective and a constant lifeline of inspiration. All of which I'm excited to share through ongoing projects, international tours and professional workshops.

I hope you enjoy the world... *as I see it.*

## Work History

2022-04-  
present

### Canon Canada Ambassador

*Canon Canada Inc., Brampton*

As a Canon Ambassador, it is my primary goal to create awareness of new products and showcase the advantages of the Canon products. Empowering creatives to bring out the best in themselves by leveraging the technical ingenuity they hold in their hands. Through relevant hands-on workshops and inspirational presentations, to educate photographers, filmmakers and creatives of all types and levels.

2022-09  
- present

### f-stop Gear Ambassador / Staff Pro

*f-stop Gear Inc., Brampton*

As an f-stop Gear Ambassador & Staff Pro, I am tasked with assisting in the research and development of cutting edge products designed to work in the field as hard as we do. In addition, this Ambassador role allows me to share first-hand knowledge with potential clients aligning needs and expectations with products to do the job.

2023-01  
- present

### Adventure Canada – Photography Expedition Leader

*Adventure Canada Expeditions*

Working as a Photography Expedition Leader for Adventure Canada, I'm engaging directly with passengers throughout the expeditions. Whether that be walking, hiking or riding with them along the peaceful shores on Sable Island or exploring the time-honored way-of-life in Nunavut. Capturing the incredible landscapes, wildlife and cultures we experience is a privilege I'm grateful to share and immortalize with imagery and video.

2001-05  
- present

### **Freelance Sports/Event Photographer**

*Jacquie Matechuk Photography, Cochrane, Alberta*

My first professional contract was with Suzuki Canada photographing their factory road racing team as they travelled the Canadian Superbike Series from coast to coast. I was immersed in a world of high speed, spectacular action where I learned the exciting trade of Sports Photography (and in some of the most challenging shooting conditions imaginable).

The images captured were focused on telling the story behind the scenes, allowing fans to relate and connect with their favorite athletes and teams in ways they never had before. The photojournalistic approach was so well received, it led to passion and lengthy career in sports photography. From one of the only freelance photographers to have earned access to photograph the Winter XGames, to testing new Canon equipment at the FIS Downhill World Cup, my focus is always on capturing that one, monumental moment.

Events, clients and organizations I have photographed for to date include:

- Adventure Canada
- Canon Canada (Incl. global launch of the R3)
- Winter XGames
- Amsoil Snowcross Series
- Calgary Flames (NHL) and Calgary Stampeders (CFL)
- Monster Energy (various athletes & disciplines)
- Travel Alberta
- AMA/CAA
- Yamaha Motor Canada
- The CCPC (Conservation Collective)
- Rotary International
- Lions Club International
- MX and Off-Road Magazine
- Mirador del Oso Andino (conservation work)

## **Education**

2022-04

### **Photographic Arts, MPA Master**

*Professional Photographers of Canada*

2021-06

### **Photographic Arts, CPA Craftsman**

*Professional Photographers of Canada*

2014-07

### **Interior Design Certification**

*Surface, Las Vegas, NV*

2022-04

### **University of Calgary**

*U of C, Calgary, Alberta*

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## Recent Presentations

2024-05 **Lightchasers Conference**  
**Fill Your Cup with Inspiration**  
*In-Person & Virtual Presentation*

2024-04 **PPOC – National Presentation**  
**Creating World Calibre Imagery**  
*Professional Photographers of Canada, Virtual Presentation*

2023-11 **Canon Creator Lab – Sports & Action Photography**  
*Canon Canada/Canon USA, Virtual Panel*

With the biggest product release in more than two decades, I had the privilege of collaborating with Canon Canada to be featured in their installment of the global product launch. Our task was to showcase the speed and tracking capabilities of the new mirrorless camera body when dealing with the unpredictable.

2023-09 **PPOC – Regional Presentation**  
**Selling Who You Are & What You Do**  
*Professional Photographers of Canada, Virtual Presentation*

2022-10 **PPOC – Regional Conference**  
*Professional Photographers of Canada, Edmonton, Alberta*

With the biggest product release in more than two decades, I had the privilege of collaborating with Canon Canada to be featured in their installment of the global product launch. Our task was to showcase the speed and tracking capabilities of the new mirrorless camera body when

2022-09 **TSC Live - Online Presentation**  
**Presentation: Unlock the Mirrorless Advantage**  
*Sponsored by Canon Canada, Virtual Presentation*

With most genres of photography, we always exist in various levels of inspiration. So, whether you're looking to rekindle your own love of photography, or wanting to capture imagery that will speak to and inspire others; tonight, we'll explore how to find and capture inspiration in the wild. From leveraging the advantages of Canon's robust features, to simple techniques you can incorporate tomorrow to produce a more diverse and engaging portfolio.

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2022-04

### **McBain Camera - Online Presentation**

**Presentation:** [Wild Inspiration](#)

*Sponsored by Canon Canada, Virtual Presentation*

With most genres of photography, we always exist in various levels of inspiration. So, whether you're looking to rekindle your own love of photography, or wanting to capture imagery that will speak to and inspire others; tonight, we'll explore how to leverage the advantages of Canon's robust features, to simple techniques you can incorporate tomorrow to produce a more diverse and engaging portfolio.

2021-10

### **TSC Live - Online Presentation**

**Presentation:** [Chasing Definitive Moments](#)

*Sponsored by Canon Canada, Virtual Presentation*

When it comes to wildlife and sports photography, it's all about capturing that pivotal moment! This is an evening with Jacquie Matechuk to talk about how she uses the Canon EOS R mirrorless system to capture these epic moments, and how the EOS R system has impacted her photographic process and techniques. She will also give tips for predicting and timing fast-moving subjects!

2021-11

### **PROFusion EXPO – Main Stage Speaker**

**Presentation:** [Chasing Definitive Moments](#)

*PROFusion Expo & Conference*

This presentation is designed to help creators understand how to nurture and grow their passion. And how to be better people when we have the camera in our hands. "It's a tremendous responsibility as creators, to honor our subjects by telling their story, sharing their journey, struggles and victories. We must never take that for granted." Jacquie will take us on an in-depth review of the new Canon R3, how you can leverage the technology in this camera to unlock what you're capable of.

When it comes to wildlife and sports photography, it's all about capturing that pivotal moment! Canon Ambassador Jacquie Matechuk will share how she has leveraged the Canon EOS R mirrorless system to capture these epic moments. And even share some tips for predicting and timing fast-moving subjects and staying ahead of that moment you're looking for and being ethically responsible!

2021-10

### **CANON EOS R3 – GLOBAL LAUNCH**

*Canadian Installment & BTS / International Campaign*

With the biggest product release in more than two decades, I had the privilege of collaborating with Canon Canada to be featured in their installment of their biggest global product launch. Our task was to showcase the speed and tracking capabilities of the new mirrorless camera body when dealing with the unpredictable. A four-day shoot spanning four locations, two sporting disciplines and various wildlife encounters, we showcased just what the camera was capable of, in the most demanding and unpredictable situations.

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## Awards & Designations (continued)

- 2024-04     **2024 World Photographic Cup – GOLD Medal**  
*Category: Wildlife*
- 2024-04     **2024 Canadian Commercial Photographer of the Year**  
*2024 National POTY*
- 2024-03     **2024 International Visionary Awards – GOLD Medal**  
*Category Winner : Wildlife*  
*Overall: International Title Winner*
- 2023-11     **2023 Nature Photographer of the Year**  
*Category Winner :Mammals*  
*Overall: International Title Winner*
- 2022-10     **National Accreditation – Wildlife**  
**National Accreditation – Night Photography**  
*Professional Photographers of Canada*
- 2022-05     **MPA, Master of Photographic Arts**  
*Professional Photographers of Canada*
- 2022-04     **National Accreditation – Special Events National Accreditation – Stock Photography**  
*Professional Photographers of Canada*
- 2021-04     **National Accreditation - Botanical**  
*Professional Photographers of Canada*
- 2021-09     **2021 World Photographic Cup**  
**World Top 10 / Bronze Medal / Team Bronze Cup**  
*Category: Commerical / Architecture*
- 2020-11     **National Accreditation – Fine Art**  
**National Accreditation – Ornithology**  
*Professional Photographers of Canada*
- 2020-04     **National Accreditation – Animals**  
*Professional Photographers of Canada*
- 2019         **National Accreditation – Sports**  
**National Accreditation – Nature**  
**National Accreditation – Pictorial/Scenic**  
*Professional Photographers of Canada*

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## In My Community

2018-07  
- present

### **Big Hill Haven Women's Shelter** *Board of Directors*

As the longest standing board member of the Big Hill Haven Board of Directors, I'm proud to say that in these last five years we have moved our Haven from a conceptual vision to a fully functioning bricks & mortar solution supporting the immediate needs of women and their children fleeing domestic violence. Looking to the future, we know that a long-term sustainable solution to end domestic violence. These years of volunteerism has made a huge impact in our community and continues to be a primary source of inspiration in my life.

2022-09  
- present

### **Digital Photography Students – High School Outreach** *Founder/Volunteer*

Perhaps one of the most rewarding elements of photography is the opportunity to share what we love and watch others grow their passion. Starting in Calgary & area, I'm working with local teachers to create impactful & relevant presentations to engage their students and educate them on topics as they relate to photography (finding inspiration, ethical behavior, portfolio presentations, branding & more)

2019-08  
- present

### **PPOC (Professional Photographers of Canada)** *National Mentorship Chair*

The board positions with the PPOC are elected positions by general membership and in the PPOC Bylaws. I have worked in these volunteer roles to give back to my photographic community, performing the duties required to effectively become one of the fastest growing segments of the national organization.

2014-09  
- present

### **Lions Club International / Cochrane** *Volunteer*

Volunteering with the Lions Club Rodeo committee the last 9 years, we have revamped this once, small town event into the largest fundraising affair of the year. Pouring tens of thousands of dollars right back into the community to support youth & senior programs, social services and public use areas. This award-winning rodeo not only serves as a baseline for one of the greatest success stories in the Canadian Rodeo circuit, it puts families of today in touch with a century's old way of life.

2016  
- 2019

### **Rotary International / Cochrane** *Volunteer*

Volunteering 70 hours/year as an event photographer for the Rotary sponsored, Youth Talent Festival has helped the organization drive support and market the opportunity & scholarships made available to the youth in the community. The images provided to the Rotary & the contestants have been used in marketing materials, websites and news articles across the board.

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