

Jacquie Matechuk

Professional Photographer

Personal Info

Email

jacquie@broughttolife.ca

Phone

4038624566

Specialty

Brand Ambassador

Commercial Photography

Sports Photography

Travel Photography

Wildlife Photography

Nature Photography

Software

Adobe Lightroom

Adobe Photoshop

Topaz

Apollo One

Languages

English

After years of developing a passion for the art of photography, I am so grateful for an 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 at using a wide variety of camera lenses, controls and composition to capture that perfect moment in everything from sports editorial to wildlife 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 life line of inspiration. All of which I'm excited to share through ongoing projects 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, I work to educate photographers, filmmakers and creatives of all types and levels.

2001-05

- present

Freelance Sports/Event Photographer

Jacquie Matechuk Photography, Cochrane

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 riders 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:

- Winter XGames
- Canada Games
- Amsoil Snowcross Series
- Scott International
- Monster Energy (various athletes & disciplines)
- Canon Canada (global launch of R3)
- CBC News
- Travel Alberta
- AMA/CAA
- Yeti
- Yamaha Motor Canada
- Suzuki Canada
- Rotary International
- Lions Club International

- MX and Off-Road Magazine
- DBN - DirtBike News

2009-06
- 2012-10

Business Development Manager

Cochrane Toyota, Cochrane

As a dealer development manager at a brand new dealership (same dealer group from Cochrane Dodge), my job was to coordinate the establishment and growth of our entire sales force. From training and supporting the management team in assessing performance and profitability to developing sales training program and CRM processes that ensured growth and sustainability.

Primary tasks included: developing business plans and sales strategies for new and used car sales divisions, monitoring performance of sales team, acting as a liaison between the dealership and a dealer service center, and ensure the new dealership adheres to all company policies. As a new dealership, I was also tasked with training and working with all dealership department managers, reporting directly to the dealership's owner.

2006-09
- 2009-06

New Car Sales Manager

Cochrane Dodge, Cochrane

As a New Car Sales Manager, I was required to analyze current sales figures, develop effective sales techniques to boost those figures, and train the sales team on the new methods of selling and client care. The position required I be responsible for hiring and training talented sales representatives.

Additional Duties and Responsibilities

- Compile regular performance reports for dealership management to review & strategize
- Recruit, hire, train, and oversee a team of automotive salespeople
- Set sales goals, track progress, and lead the team to achieve and exceed those quotas
- Coach salespeople on best practices for closing more vehicle deals and provide advice and guidance to improve sales performance
- Forecast sales for upcoming months and quarters
- Step in to answer customer questions and issues when required
- Coordinate and lead all regular sales meetings with the sales staff
- Develop and manage a CRM platform to retain customers and seek out new prospective sales
- Maintain a strong focus on the satisfaction of all customers

Education

2022-04

Photographic Arts, MPA Masters

Professional Photographers of Canada, Brampton

Projects & Presentations

2021-09

Featured Photographer for Canada

CANON EOS R3 LAUNCH - GLOBAL LAUNCH

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. In 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 situations.

The event included working under the direction of film producer, Rupert Walker to showcase real life experience, the speed and random chaos in the realm of sports and wildlife photography. The video was released September 14, 2021 it was dubbed... 'The Chase'

<https://youtu.be/bMIBGhMZWUQ>

In addition, we filmed a BTS (behind the scenes) scriptless video that was shot while on location. This tech breakdown was designed to explain the advanced technological features of the camera body, in real life terms, as it would matter most to the photographer in the field.

2022-04

Presenter

WILD INSPIRATION presented by McBain Camera

Let's tap into the power of Canon's technology and embrace the pristine beauty of our wilderness and all those that call her home!

About this event

With most genres of photography, we exist in various levels of inspiration at all times. 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 as an ethically responsible photographer.

From leveraging the advantages of Canon's robust features, to simple techniques you can incorporate tomorrow to produce a more diverse and engaging portfolio.

2021-11

Main Stage Speaker

PROFusion EXPO

Canon photographer Jacquie Matechuk has a unique approach to photography. It draws similarities to the mindset of the elite athletes she photographs. From recognizing the difference between wanting to be better or at our best (future vs. present), embracing and effectively responding to failure, to focusing on our actions, not the successes and many other powerful mindsets.

Jacquie strives to help other 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."

Join us for an in-depth look at the new Canon R3, how you can leverage this camera and unlock the great things you're capable of.

2021-10

Presenter

CHASING DEFINITIVE MOMENTS

When it comes to wildlife and sports photography, it's all about capturing that pivotal moment! Join us with special guest, Jacquie Matechuk for a talk about

how this Canon creator has leveraged the Canon EOS R mirrorless system to capture these epic moments. And even how this new technology has impacted her photographic process and techniques. She will also give tips for predicting and timing fast-moving subjects and staying ahead of that moment you're looking for and being ethically responsible!

Volunteering

2018-07

- present

Big Hill Haven Women's Shelter

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 is required in Cochrane and surrounding areas. To this end, we continue to make progress and work towards:

From development of our outreach support with a focus on safety, connection to community resources and education related to domestic abuse, to offering and managing emergency housing and short term case management. These years of volunteerism has made a huge impact in our community and continues to be a source of inspiration in my life.

2014-09

- present

Lions Club Rodeo Committee

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 centuries old way of life.

2019-08

- present

PPOC (Professional Photographers of Canada) - Central Alberta Vice Chair

The Branch Vice Chair is an elected position by general membership and in the PPOC By Laws. I have worked this position to assist the Chair in performing their duties and exercise the powers of the Chair in the absence or disability of the Chair. The Central branch of Alberta was one of the fastest growing segments of the entire PPOC prior to the emergence of Covid.

2021-03

- 2021-11

PPOC Light Matters Conference Chair

With the challenge of an on again, off again pandemic there was a great deal of trepidation in how to successfully navigate the limitations of a global health crisis. By pulling together a brilliant group of volunteers, our team was able to deliver an entirely NEW experience for our membership allowing them to experience the camaraderie and diversity of an in-person event, without any of the travel or health risks that had stifled our wounded creativity over the past year. The event became one of the most successful conferences in Alberta history both in terms of attendee experience and profitability. All of which leads to our National board adopting the same platform and implementing a similar program the following year.

2016-05

- 2017-05

Rotary International

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.

Awards

2022-05	Master of Photographic Arts, PPOC
2022-01	Craftsman of Photographic Arts, PPOC
2021-09	2021 World Photographic Cup Bronze Medalist
2022-04	National Accreditation - Special Event
2021-03	National Accreditation - Botanical
2022-05	National Accreditation - Stock Photography
2020-11	National Accreditation - Fine Art
2020-08	National Accreditation - Ornithology
2020-02	National Accreditation - Animals
2019-10	National Accreditation - Nature
2019-08	National Accreditation - Scenic/Pictorial
2019-04	National Accreditation - Sports