

## **SHIREE JETHA, Toronto, Ontario - CAPA 1<sup>st</sup> VICE-PRESIDENT NOMINEE**

As a professional photographer for the last decade, Shiree's forte is steeped in environmental portraiture and visual journalism (in stills, spreads and short documentary making). In addition, she prides herself as a lens-based surrealism artist in creative, altered reality compositing, where her true passion is making originatively thought-provoking imagery, to transport the viewer into a realm of fantasy and make-believe.

Besides being well-published through her photojournalistic work, she has authored *Fantastical*, her first book, launching this summer on Kindle and Amazon. She runs Photoshop workshops geared toward creative image construction. As part of her giving back to the photographic community, Shiree is a mentor to budding young photographers, gratis.

Currently, she is an active member of the Toronto Camera Club, where she co-chaired the Lecture Series for the last 2 years; is a Panelist on the Image Evaluation Committee and was a 'buddy' to new members through the Welcome Committee. At her previous club, she was the Outings and Events Chairperson. She is dedicated, committed, driven and most importantly reliable in her volunteer initiatives, and was recognized for it by NFCC with the rare and prestigious George Butt Award for 'Outstanding Service And Contribution,' (2018-2019).

At this time, she is in-process of being certified as an O3C & CAPA judge. Shiree is a several time internationally awarded photographer, including many CAPA awards since 2020 to present: Gold Medals (Club), 1<sup>st</sup> Merits and HM distinctions (Individual); Shiree is the Master Of Light Gold Medal recipient for Competitive Distinction at the Pandora International Salon 2021 in Montenegro. She is at Lifetime Diamond Level at NFRCC and competes at Master Level at TCC. At the time of writing this, she has over 92,700 followers collectively on Facebook (39K) and Instagram (53.7K).

Balanced with her work experience and diligent camera club volunteer work, her educational background in the visual arts is strong, comprising of BFA (Documentary Media And Photojournalism) Toronto Metropolitan University, Adobe Certified Diploma in Adobe Suite (Photoshop, Lightroom, After Effects, Illustrator, Premiere Pro, Audition, Dreamweaver and In Design) from Seneca College, and a Diploma in Professional Photography And Photojournalism from the New York Institute Of Photography, to name a few qualifications.

Based on her work experience, photography-centric educational background, dedication and dependability at 2 camera clubs as a volunteer, national and global competition success history, and soon to be judge, Shiree will be an asset on the CAPA executive committee in the role of Vice President, where she can make a difference. She offers ethnic diversity, and a pledge to uphold the philosophies of CAPA, in the best light, at all times. Her reach on social media is vast and would be beneficial to CAPA to grow its own following to establish a social media presence to be proud of, using her own Public Relations skills, Marketing Abilities and Graphic Design success models. Her vision in the role of VP, would be to modernize, in keeping up with the ever-evolving trends to attract greenhorns; to make CAPA more accessible and interactive with its bi-lingual membership; to attract clubs that are not under the CAPA umbrella to join, would be on her immediate agenda of action. Collaborating with other committees within the organization

to improve their turnout/reach their goals and filling in wherever is required is part of Shiree's expertise and versatile nature.

For more information on Shiree Jetha please visit [www.PhotographerAtHeart.ca](http://www.PhotographerAtHeart.ca)

To view her imagery portfolio, [https://www.instagram.com/shiree\\_photographer.at.heart/](https://www.instagram.com/shiree_photographer.at.heart/)

## **REFERENCES**

**CAPA REPRESENTATIVE** Gareth Jones (gareth.jones@torontocameraclub.com)

**TCC COMPETITIONS DIRECTOR** Dror Orbach (dror.orbach@torontocameraclub.com)

**CLUB PRESIDENT** Kathy Moore (kathy.moore@torontocameraclub.com)