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For years now, I have been an avid tea drinker, and more, a tea lover. It all started from some exquisite Darjeeling, and since that sip I have aspired to sample every tea produced from this magnificent bush.

I have just finished my Master's Degree in the University of Helsinki, and I am currently looking for ways to acquire international working experience.

For the past four years I have worked as a website content writer at the biggest online tea store in Finland (<http://www.teekauppa.fi>). During these years I have written countless articles, newsletters (over 3000 recipients!), social media updates, and even helped to launch a few marketing campaigns.

I also work as a freelance journalist and update two blogs: on about tea (<http://teekannu.blogspot.com>) and one about wine and brewery (<http://pryki.blogspot.com>). So you can rest assured I possess the adequate writing skills for any position you could apply me for.

I am not sure what kind of tea related work do you provide, but if you have anything related to marketing or content/copy writing, I can be of help. I could write articles about tea estates and try to market tea to the quickly expanding tea industry in Europe. I also know the basics of SEO, so I can be of great help when it comes to developing websites.

I do not require great salary. As an employee or an intern, I would only require help to pay for the accommodation and living expenses. Please, if you feel there could be a way I could help the Indian tea industry, contact me as soon as possible. I hope to get a better picture of today's tea market and acquire relevant working experience.

Respectfully yours,  
Matias Ikkala

**Matias Ikkala**

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16.10.1990, Helsinki



**Education**

**2009-2014**

**Master of Arts University of Helsinki**

Major: Religious Studies

Minors: Aesthetics, Art History, East-Asian Studies

Master's Thesis: The East-Asian Tea Culture as a Focal Thing: an Aesthetic Analysis of the Way of Tea (in Finnish)

**2009**

**Graduate, Hyvinkää Senior High School**

**Work Experience**

**07/2010-**

**Attending Administrator, Utrainen Imports Oy**

Maintaining the webshop Teekauppa.fi, informing in Facebook and blogs, writing articles and newsletters.

**05/2010-07/2010**

**Newspaper Carrier, Itella Oyj**

**07/2009-08/2009**

Delivery of newspapers.

**04/2009-05/2009**

**Face-to-Face fundraiser, Greenpeace Norden**

Face-to-Face fundraising.

**07/2008-08/2008**

**Summer employee at Hyvinkää Cemetery**

Gardening and attending the cemetery.

**Freelancer Articles**

**04/2014**

**Malagan Top-5 Tapas**

A small piece about Malaga's premium tapas restaurants.

**01/2013 Oluelle**

**Suomalainen muinaisolut**

An article about ancient Finnish beer styles.

**04/2012 Hiidenkivi**

**Sulaa rakkautta**

A blog entry about an local art performance in Tampere.

**02/2012 Paatos** **Syvästi pinnallinen totuus – Miten tulkita estetisoitunutta yhteiskuntaa?**  
An article considering the virtuality of an aesthetic experience by means of Sartre's theory of imagination.

**03/2011 Kaltio** **Ruohonjuurissa suhisee – Turun taistelu autonomisesta kulttuurikeskuksesta**  
A story about a squat in Turku.

**04/2010 Turun ylioppilaslehti** **Myllysillan arvoitus ratkesi  
UTU in Spiritum**

<b>Language Proficiency</b>	Finnish	Native language.
	Swedish	Second language
	English	Adequate academic written and spoken skills
	German	Good reading skills and listening skills
	Korean	Basics
	Arabic	Basic everyday conversational skills

**IT Skills** Good command of text and picture editors, Excel, Powerpoint, familiar with Vilkas-online store interface and Google Analytics.

**Position of Trust**  
**11/2009-04/2010** Editor of *Samsara*, the publication of the religious studies student organization Nirvana at the University of Turku. Also helped in organizing events.

**Hobbies** East Asian tea culture (<http://teekannu.blogspot.com>), literature and writing, food and wine.

**Referees** Heikki Pesonen, University Lecturer, heikki.pesonen@helsinki.fi