

My Experience with the UPinLT Programme and Gurtam

Participating in the UPinLT programme as a PR intern at Gurtam, a Lithuanian unicorn, was one of the most transformative experiences of my professional journey. Over three months during the summer, I had the opportunity to step out of my comfort zone and apply my public relations knowledge in an international IT company setting.

The internship not only allowed me to work on real-life PR cases but also deepened my understanding of how a company like Gurtam navigates challenges and opportunities in a new market. The most rewarding part is that the relationships and insights from this experience are ongoing. I am proud to say that my master's thesis is now centred on celebrity endorsement as a PR tool, using Gurtam's collaboration with Benediktas Vanagas as a case study.

For me, success is measured by these continued connections and the lasting impact the internship has had on my academic and professional development. I am truly grateful for this opportunity and highly recommend the UPinLT programme to any international student looking to expand their horizons in Lithuania.

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