



## **2024 Ones to Watch Rising Stars: Eric Nizguretsky, Great Ink Communications**

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Eric Nizguretsky  
Account Director

## Great Ink Communications

“Eric, who is celebrating eight years at Great Ink, has become the firm’s not-so-secret weapon when it comes to CREtech and CONtech clients, as well as social media strategy. He is a fantastic resource for journalists, a great storyteller, and an outstanding, ever-rising member of our team.” - Roxanne Donovan, President at Great Ink Communications.

How do you balance your rising career with your personal life? Managing dual careers – communications by day and lead singer of a band by night – is challenging, but I find that sharp focus and meticulous time management are key. Staying task-oriented allows me to balance these roles effectively without sacrificing performance or personal time. Shoutout to Loose Buttons + b.miles!

Beyond your professional achievements, what are some of your passions or hobbies? My biggest passion, aside from music and getting great media coverage for my clients, is playing ice hockey with my friends and cheering on the New York Rangers. I take great pride in serving as the captain of my hockey team; we recently won the championship!

Who are the key people in your life that have contributed to your success? My family and friends have been the key to my success, always there to offer support and keep things in perspective. They’ve been a constant source of encouragement and stability, especially when I face tough challenges in my career.

Outside of your career, where else do you seek continuous learning and personal growth? For continuous learning and growth, I’ve embraced a bird’s-eye view. It doesn’t always work, but stepping back to view the bigger picture allows me to approach tasks with gratitude, making challenges more manageable and transforming obstacles into opportunities.

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