

Cole Lazerow

cole.lazerow@emory.edu • 646-574-7765 • [LinkedIn](#)

EDUCATION

Emory University, Goizueta Business School

Atlanta, GA

Bachelor of Business Administration, Major: Organization and Management, Entrepreneurship

May 2026

Cumulative GPA: 3.92/4.0 | Dean's List: Fall 2022, Spring 2025 | Phi Eta Sigma (Freshman Honor Society)

Relevant Courses: Applied Entrepreneurship, Corporate Finance, Business Analytics, Artificial Intelligence

University of Economics

Prague, Czech Republic

Relevant Courses: Entrepreneurship, Operations Management, Supply Chain

Fall 2024

WORK EXPERIENCE

Yahoo Sports

New York, NY

Product Management Intern

May. 2025 – Aug. 2025

- Created and led an AI-generated weekly recap feature, collaborating with design, data, and engineering teams; leveraged league data to highlight key fantasy football highlights, reaching 1M weekly and 3.5M total users
- Helped shape GTM strategy for Yahoo Guillotine Leagues by refining user messaging and LD partner integration
- Spoke on monthly employee panels, sharing valuable career advice and insights to underclassmen students

New York Blue Birds Franchise, Grass Clippings Golf League

New York, NY

Business Operations Manager

Jun. 2023 – Present

- Led brand development process for franchise in new amateur/pro golf league creating the name, logo, mission
- Recruit and retain players whose skill sets and personalities are compatible with the franchise's strategic goals
- Negotiate player contracts, set team lineups, pitch sponsorship opportunities, and provide player support

VaynerSports

Virtual & In-Person, New York, NY

Intern

May 2024 – Aug. 2024

- Provided ongoing support to the Head of Football Strategy, including consolidating upcoming fall recruiting schedules, delivering player updates, and identifying potential athletes likely to consider an agency switch
- Researched college recruits, reviewing backgrounds to assess character fit and aid agents to build relationships
- Assisted in the agency's fundraising efforts by creating an extensive database of the top 400 U.S. family offices

EMORY LEADERSHIP & COMMUNITY INVOLVEMENT

Goizueta Venture Capital, *Analyst*

Aug. 2023 – May 2024

- Participated in weekly club discussions, analyzed current events, industry trends, and emerging opportunities
- Used PitchBook and Crunchbase to source information, perform due diligence, and create market analyses
- Worked with a team of three analysts to offer pro-bono tech research services to local venture capital firm

Goizueta Investment Management Group, *Fixed Income Analyst*

Jan. 2023 – May 2024

- Attended weekly education sessions for fixed income and equities division, gaining investment strategy insights
- Assisted with corporate credit analysis and risk assessment for a \$400k portfolio, benchmarked against AGG
- Conducted semester-long research in the Technology, Media, and Telecommunication (TMT) and Infrastructure industries to identify and present optimal investment opportunities to the Investment Strategy Committee

Emory Sports Analytics Club, *Academy Member & Analyst*

Sep. 2022 – May 2024

- Engaged in weekly meetings with 20 members to discuss sports events and learn from analytics professionals
- Attended weekly coding sessions aimed to enhance proficiency in Python which is used in sports data analysis
- Developed sports-related theses and leveraged Python to present analytics and findings to the entire club

ADDITIONAL INFORMATION

Other Activities: Purpose Book, Emory Roundnet Fundraiser Chair & Travel Team, Emory Club Pickleball Team

Skills: Microsoft and Google Suite (Beginner), Python (Beginner), Figma, Jira, Mandarin (Intermediate), Canva

Interests: Golf, Animal Rescue (Dogs), Competitive Pickleball, Tournament Spikeball, Chess (Beginner), Poker