

Matthew End

Campus Address
1250 W Wisconsin Ave,
Milwaukee, WI 53233

matthew.end@marquette.edu
(414) 639-3489

Permanent Address
5353 N Shoreland Ave,
Milwaukee, WI 53217

EDUCATION

MARQUETTE UNIVERSITY, Milwaukee, WI

May 2026

Bachelor of Science in Business Administration

MARKETING EXPERIENCE

THAT'S AMAZING LLC, Milwaukee, Wisconsin

That's Amazing Manager, Actor, Editor

August 2016 - Present

- Created dozens of creative YouTube video ideas and short form content ideas
- Managed editing of long-form and short-form content for Instagram and YouTube for 5 different media channels
- Analyzed performance of hundreds of YouTube videos to help adjust future content
- Collaborated with fortune 500 companies (Nike & Footlocker) and influencers in order to network and broaden brand
- Performed tricks and stunts requiring 10 to 100 hours of practice in YouTube videos
- Organized and interacted with dozens of fans at charity event
- Filmed three separate long form YouTube videos for LEGO in 2018
- Coordinated, filmed, and edited two YouTube videos sponsored by Nike
- Edited a Colin Amazing Kids Footlocker sponsorship video in 2022
- Featured in a Subway commercial for the Raise the Steaks campaign in 2018
- Led two new employees to become efficient members of company
- Gained over 17 million subscribers across 5 YouTube channels since 2016
- Collaborated and made suggestions with That's Amazing team to help make important decisions such as deciding on next YouTube video
- Solved problems and low-points within company by analyzing analytics and creating analytic-based changes in future decisions
- Advocated for and completed one Disney theme park sponsored video in 2019
- Competed in New York City Nickelodeon film shoot promoting Kids Choice Sports Awards in 2017