Email Automation and Tracking

Paid internships after Field Session will be offered to students that perform well. These often extend into the school year, and after graduation turn into full-time positions. Inquiries for paid internships/full-time positions are always welcome, even for students who do not work on this project.

Client

David Flammer, Datava.com, david@datava.com

Background

Datava develops enterprise level resource management and business intelligence tools in the cloud. Our customers use our systems to combine data from various sources, and then use those to inform various workflows, such as onboarding new customers, managing customer relationships, and more. Sometimes we would like to send out emails to customers to help facilitate this process.

Project Goals and Requirements:

You will integrate our system with an email provider, such as Twilio SendGrid or Amazon SES, to allow us to effectively send out emails to our clients' customers, and track the effectiveness of those emails. We will split the team into two sub-teams.

Sub-team 1: Implement the integration with the email provider, and then create some Javascript code (and associated server-side code) that can be installed on web pages to track clicks on tagged URLs in the emails.

Sub-team 2: Build a user interface for templating the emails that will integrate data from the system.

Suggested team size and location:

3-6 students. Work can be done from CSM campus or elsewhere (connecting to our remote dev environment) or at our offices in Westminster, CO.

Skills/Experience for CSM Students:

You will learn how to build user interfaces for web applications and connect them with email systems. Email is how the world communicates, and sending email so it won't get marked as spam is an important part of business processes today.

- Javascript and HTML: The web runs the world. Even many desktop and mobile applications are actually web applications running in an embedded browser (e.g. Slack and VSCode).
- Email services integration
- Some PHP

Note: All intellectual property developed as part of this project will be owned by Datava, Inc.