



August 9, 2018

To whom it may concern,

Eli Forbes has completed a ten week summer internship with CDK Digital Marketing. He worked on designing and implementing a lead admin tool which would help in viewing critical lead information and would help with resubmission of leads which failed to reach their destinations. This project required dealing with figuring out the complex requirements of the tool, coming up with a simple but powerful UI, and understanding the intricacies of the infrastructure within which the tool would operate. This project exposed him to various technologies like React, React Redux, HTML, CSS, JavaScript, NPM, Yarn, Java, Spring, JPA, Docker, Cloud Computing, SQL, JIRA, BitBucket and Bamboo. From the standpoint of software craftsmanship, he also got first-hand experience with design principles like Object Oriented Principles and Test Driven Development and other aspects of the Software Development Lifecycle like Agile methodologies and pair programming.

Eli was an extremely fast and effective learner. He ramped up on new technologies fairly quickly. He was very methodical on how he approached his problems, where he drew up his prototype and made sure that he understood the requirements. This particular trait of his, really helped him in clarifying his understanding of the requirements of the project. I certainly appreciated it a lot, since his prototypes also helped me and the team to visualize the tool that was being built. He never shied away from a challenge. He completely owned the UI portion of the project which was a standalone application. He created the project from scratch and pushed it all the way to production. During this process, he made sure that the UI followed CDK UI guidelines and created the deployment plan, which also followed the CDK deployment guidelines.

When it comes to personal skills, he took extra steps to make sure that he was a good team player. During the development of the project, he had to reach out to various stakeholders and experts. He didn't shy from asking help when he needed to. Apart from this, he also demonstrated good presentation skills.

It was certainly a pleasure mentoring Eli, and see him tackle the challenges effectively. I can vouch that he will be an invaluable asset to whatever team he joins. I would be obliged to take any requests for further references.

Sincerely,

A handwritten signature in black ink, appearing to read "Mohammad S Meah".

Mohammad S Meah

Software Engineer III

A handwritten signature in black ink, appearing to read "Srinu Gopiseti".

Srinu Gopiseti

Development Director

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