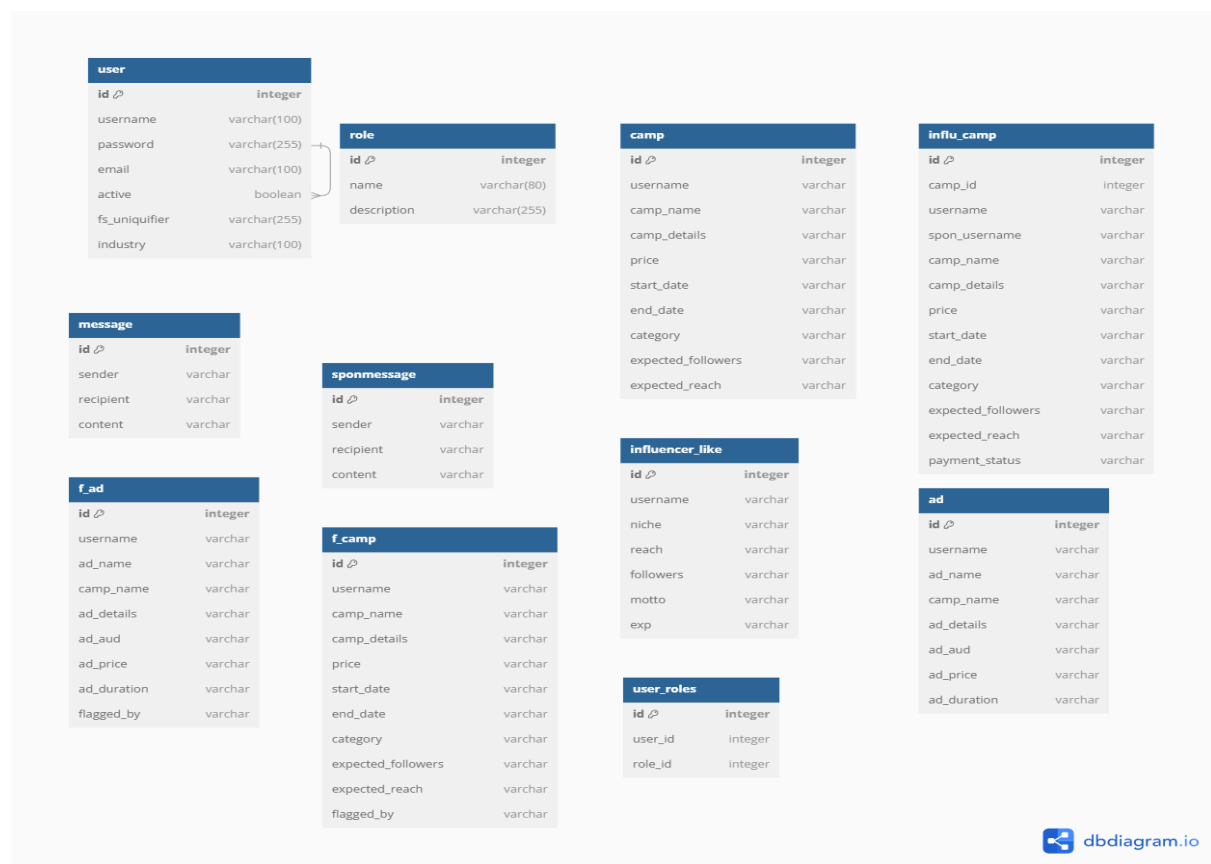# Influencer Engagement & Sponsorship Coordination Platform Project Report

Approach : Influencer Engagement & Sponsorship Coordination Platform project mainly focuses on the backend. I used HTML, CSS for web page design and python flask for backend logic of the application.I used sqlite database in the backend to store data. There are 3 types of users - Influencer ,Sponsor and Admin. Sponsors can create camps and ads and influencers can accept the camps and share the ads. Admin can monitor everything that is going on in the platform and flag a certain ad or camp if it seems inappropriate. I used the jinja2 library to make my project frontend dynamic.

Technologies applied:

- Flask microframework for application development
- Sqlite database and Flask-SQLAlchemy as the ORM
- Flask-Security for token-based authentication
- VueJS, Bootstrap, and CSS for UI design
- werkzeug.security to hash passwords and check hashed passwords
- smtplib, MIMEMultipart and MailHog for sending email
- Redis and Celery for scheduled jobs and caching

Database Schema:

Video presentation link:

🎬 recording.webm