Alumni profile

Name: BethAnne Roberts

Year of Graduation: 2010

Where are you working? Briefly what does your job entail?
Joyously surprised, I’ve made my way back to Bloomington where I’m the Dr. of Rocket Scientry at Mavidea Technology Group. My work is agile: I am a consultant for different companies for their web development and Internet marketing.

What aspects of your job do you enjoy the most? Find the most challenging?
I look forward to going to work everyday because I always have new projects and challenges. Because I work with so many different clients, I have to respond to their particular needs and speak the language of their respective industry. It’s tough trying to mix technology with time-honored marketing - maintaining strong relationships with our customers.

How has your major or minor in German helped you after graduation? How are you using the language, communication, or the intercultural communication skills you learned in the program?
My German major developed many life-defining skills in me, but I find that I apply the agility I learned most often. German didn’t come easily to me; the problem solving I found in circumlocution helps me to think on my feet today. A central part of my role is communicating effectively. Learning to speak German with native speakers cultivated sensitivity that helps me interact with executives. It also gave me the boldness to speak up and make mistakes.

Has your job given you any insight as to what you would like to pursue as a career?
I’ve always liked computers and design. I view both of these things as tools to achieving what’s most important: connecting with and helping people. That’s always been my goal and I’m harvesting skills along the way.

What advice would you give to any German majors or minors searching for a job?
We live in an increasingly digital society – use it your advantage. Research as much as you possible can about a job, company, or requirement before applying. There are many websites to brush up on German or even connect with German speakers! Be cautious, however, applying to jobs solely through the Internet. The very best way to find a great job is through personal connection. You’ll find breakthrough contacts through IWU’s faculty, parents, former employers, people at the gym, or even church or synagogue friends.

And don’t be afraid to ask for help – it’s not networking, it’s finding a great job match where you can focus your talents and passion. Don’t shy from direct communication: make phone calls, send thank you notes, and most of all, be genuine. Your personality and intelligence will shine through.