

AN OPPORTUNITY WORTH PREPARING FOR

MY NETFLIX INTERVIEW PLAYBOOK



 [LinkedIn](#) ↗

A PLAYBOOK FOR ANY INTERVIEW - WITH NETFLIX AS MY EXAMPLE.

I've put hours into preparing.
Now I want to share
what's helped.

I've drawn on **credible research**, my own experience, conversations with peers and professional support. I'm sharing the **practical lessons** with colleagues in the hope that they make your next interview a little easier to prepare for.



I'm sharing the process while I'm still in it. My recruiter conversation is booked; the outcome is open. What follows is the approach, the **real messages** and the things you can **make your own**.

A NOTE ON AUTHORSHIP

This guide draws on over three hours of **my own notes and reflections**; AI helped with structure, editing and design.

START HERE

A guide you can make your own

Use the story for perspective. Use the tips, questions and prompts to get moving.

The core LinkedIn section spans pages 4–10, including photos, skills, support and following up.

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My starting point

Sr. Client Partner, Global Brands · London · JR42906

Current milestone: a 30 minute recruiter introduction, 26 October.

Day one began with curiosity

My first useful step was asking better questions about the opportunity.

My interest in Netflix predates this vacancy. I reached out to [Warren Dias](#) (former Netflix UK advertising head; my Google peer in New York and London) in spring 2026 and explored earlier roles. This story follows the separate Global Brands application I made in October.

7 OCT

Ask for perspective

I emailed Warren for application advice, acknowledging he had left Netflix. It was a request for insight, with no assumed access to the hiring team.

8–12 OCT

Build and check the application

I refined the CV and cover letter with James Greenall (my CV adviser; Head of Career Services at [CV Suite](#)), sought feedback from former Netflix colleagues and reviewed the wording and layout.

12 OCT

Apply and introduce myself

Netflix received my application. I also worked on LinkedIn and sent a direct introduction to [Ed Couchman](#) (Director of Advertising UK at Netflix).

15–16 OCT

Turn progress into preparation

Ed offered to flag my application. [Ben German](#) (the recruiter supporting my Netflix process) then invited me to an introductory conversation. I also learned from a friend's separate Netflix process.

17–21 OCT

Organise the learning

I researched culture and advertising, organised notes and guides, explored recall and briefing formats, and continued reaching out for context.

The invitation shifted my focus from making the application clear to preparing a useful conversation.

TIP 01**Start with the role, then ask for help.**

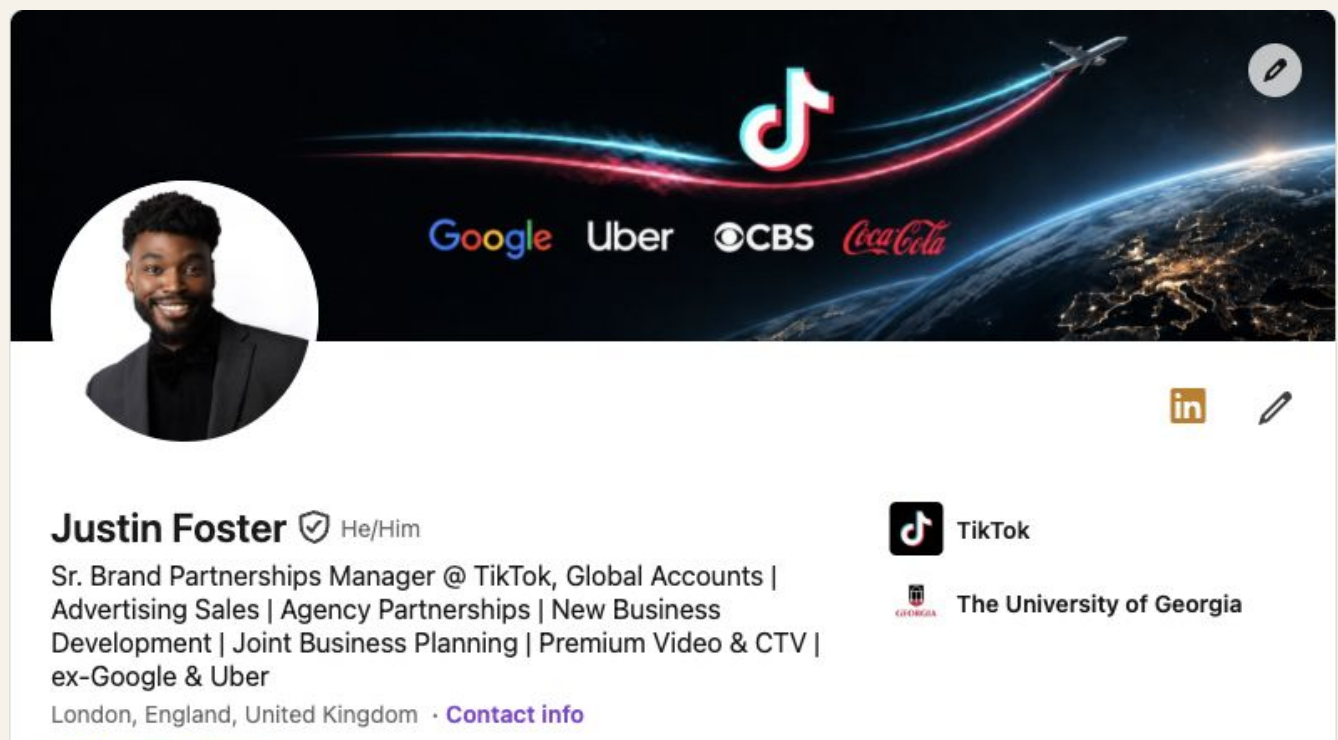
A specific opportunity makes a specific question much easier to answer.

02 / LINKEDIN PRESENCE

Make it easy to recognise you

The application, LinkedIn profile and conversation should sound like the same person.

CORE LINKEDIN SECTION / PAGES 4–10



CLICK THE PREVIEW TO OPEN MY LINKEDIN PROFILE

My live LinkedIn profile, captured 21 October 2026. This is a snapshot, not a universal headline formula.

The thread I want someone to see

Global advertiser relationships, commercial judgement and the experience of helping build an advertising business. The challenge is choosing the evidence that matters for this role.

The work behind the wording

I revisited the headline, About, role descriptions and skills. I also sought recommendations from people who could honestly speak to my work. A request or draft is different from a published recommendation.

TIP 02

Coherence beats adding more keywords.

Use the language of the role where it truthfully describes your experience.

Work through it section by section

I wanted a visitor to see a coherent professional story, with useful evidence and enough personality to recognise me.

Headline and About	I revisited the headline and opening narrative, using language relevant to advertising sales, global accounts and partnerships. My test: can a reader quickly understand the work I do and why it matters?
Experience	I revised role descriptions and bullets to make scope, contribution and commercial meaning clearer. I checked the relationship between the profile and my CV, keeping titles, dates and ownership accurate.
Skills	I updated skills associated with TikTok, Uber, Google, CBS and Coca-Cola. Linking a skill to a real role makes the evidence easier to follow. A selected label is not a substitute for experience.
Photos and media	I added images across several roles, including TikTok, Uber, Google and Coca-Cola. The next two pages show how the thumbnails sit within Experience, with plain titles and captions.
Recommendations	I asked people who knew my work for specific, truthful recommendations. A mentor can describe mentoring; a colleague can describe the work they saw. The relationship needs to be accurate.
Content and connection	I worked on thoughtful posts, comments and individual messages that connect a professional point with real experience. The aim is a useful conversation with a relevant person.

My practical rule: use the exact role's language where the experience supports it. Keep the profile readable.

TIP 03
Make the evidence easy to find.

A clear professional function, specific examples and associated skills each do a different job.

02B / SHOW THE EXPERIENCE

Let the work feel human

Photos give the career story some texture. I want them to help people picture the teams and settings I have been part of.


Google
 Full-time · 9 yrs 11 mos

- Global Account Executive**
 Mar 2020 - Jul 2023 · 3 yrs 5 mos
 Greater London, England, United Kingdom
 Led global account management for Dyson, connecting its business priorities with Google's advertising platforms across North America, EMEA and APAC.... more



Google Global Accounts EMEA team offsite!
 Geneva, Switzerland—one of the many offsite sessions—a fantastic way for our EMEA Global Accounts team to get together through inspiring, innovative sessions to share ...


Global Account Development, Video Advertising and +7 skills
- Regional Account Executive - CPG**
 Jan 2019 - Mar 2020 · 1 yr 3 mos
 London, United Kingdom
 Managed an \$11.2M+ European food and beverage portfolio spanning Diageo, Kellogg's and... more





Video Advertising, Programmatic Advertising and +7 skills
- Senior Account Manager - Finance**
 Sep 2014 - Jan 2019 · 4 yrs 5 mos
 New York City Metropolitan Area
 Managed a \$101M+ FinTech advertising portfolio, connecting client business objectives with digital marketing strategy and measurement.... more




Three Google roles, captured 21 October: Global Accounts, CPG and Finance. The images add context from team offsites and gatherings; they do not establish account performance.

TIP 04**Give every image a reason to be there.**

Use an accurate title and caption that explain the occasion and your involvement.

02C / PHOTOS WITH PURPOSE

Make each image earn its place

These are actual excerpts from my Experience section, showing images attached to the jobs where they belong.

TIKTOK AND UBER

As Amazon Growth's first EMEA/APAC lead, I developed client partnerships and advertising sales across 13 business lines and 10+ markets. The portfolio covered Amazon devices, Fashion, Books, corporate... more



TikTok Global Amazon Account Team Offsite | Los Angeles, 2025

With TikTok colleagues from across the global Amazon account teams at our 2025 offsite in Los Angeles, bringing together the teams supporting Amazon's advertising ...

🔒 Global Account Development, Agency Relationship Management and +8 skills

Senior Client Partner | Business Development

Uber · Full-time

Sep 2023 - Jul 2024 · 11 mos

London Area, United Kingdom

As part of Uber Advertising's founding UK sales team, I developed client partnerships and new business for its emerging in-app mobility advertising offering, Journey Ads.... more



🔒 Agency Relationship Management, Go-to-Market Strategy and +8 skills

TikTok's global Amazon account-team offsite and two Uber team images, displayed alongside their respective roles.

COCA-COLA

- Market Development Manager**
 Jun 2010 - Jun 2011 · 1 yr 1 mo
 Atlanta, Georgia

Coca-Cola onsite!
 A hands-on experience learning more about the company's production and development side of the business.
 🔒 New Business Development, Business Development and +5 skills

The Atlanta role includes an onsite-learning image.

My selection test

Does this add relevant context? Is the caption precise? Am I comfortable sharing it? A team photo shows a setting; it does not prove a business result.

TIP 05

Curate the story you want a visitor to see.

Choose useful, appropriate images and check permissions before adding other people's work.

Ask experienced people to look

Research and AI help me organise the work. Professional CV and profile support give me another perspective on what a reader will take away.

James and the CV Suite review

I worked with James on professional CV writing and refinement, the cover letter and LinkedIn review. I sent screenshots to give him context and make the feedback specific. He praised the plane banner and suggested ways to strengthen the profile's flow and inclusion story.

A further investment in LinkedIn

I purchased [LinkedIn Makeover](#)'s Quick Hit service on 17 October. The business was founded by [Donna Serdula](#) (Founder, [Vision Board Media](#) / LinkedIn Makeover). I submitted the brief and followed up on 20 October about the working session.

The questionnaire helped before the session

Answering the questions drew out recent accomplishments and helped me identify interview talking points. The brief is submitted; the working session and revised profile are still ahead.

What I would give a specialist

- **The destination** The exact roles and audience I want the profile to serve.
- **The starting point** My current CV, live profile and screenshots of the sections I want reviewed.
- **The boundaries** Facts, dates, contribution and wording that must remain accurate, plus what I want to feel more like me.

TIP 06**Give a reviewer something concrete to react to.**

A focused brief and a few screenshots make it easier to discuss the changes that matter.

02E / TURN VISIBILITY INTO CONVERSATIONS

Keep the purpose in view

I want relevant people to understand the work, recognise the evidence and have a reason to start a conversation.

01

SEARCH

Accurate function and skills.

02

VISIT

A clear story and useful proof.

03

CONNECT

A genuine reason to reach out.

04

LEARN

Relevant conversations and outcomes.

Recommendations and professional activity

I look for specific testimony from people who know my work. For content, I connect a credible article or industry question with my own considered view and a genuine example. The purpose is relevance and useful discussion.

Discretion is a separate decision

Turning off profile-update notifications does not hide saved edits from visitors. I review what is visible and what I am comfortable making public, including client material and job-search information.

Measure what matters

Search appearances, profile views and content impressions describe different things. I want to track useful recruiter approaches and conversations too, and compare similar periods before drawing conclusions.

A useful Facebook check

For Facebook, a useful next step is to review public profile details, check post audiences and use Privacy Checkup. Keep professional facts consistent while making deliberate choices about who sees personal content.

This is a suggested Facebook review. The profile changes and examples documented here are from LinkedIn.

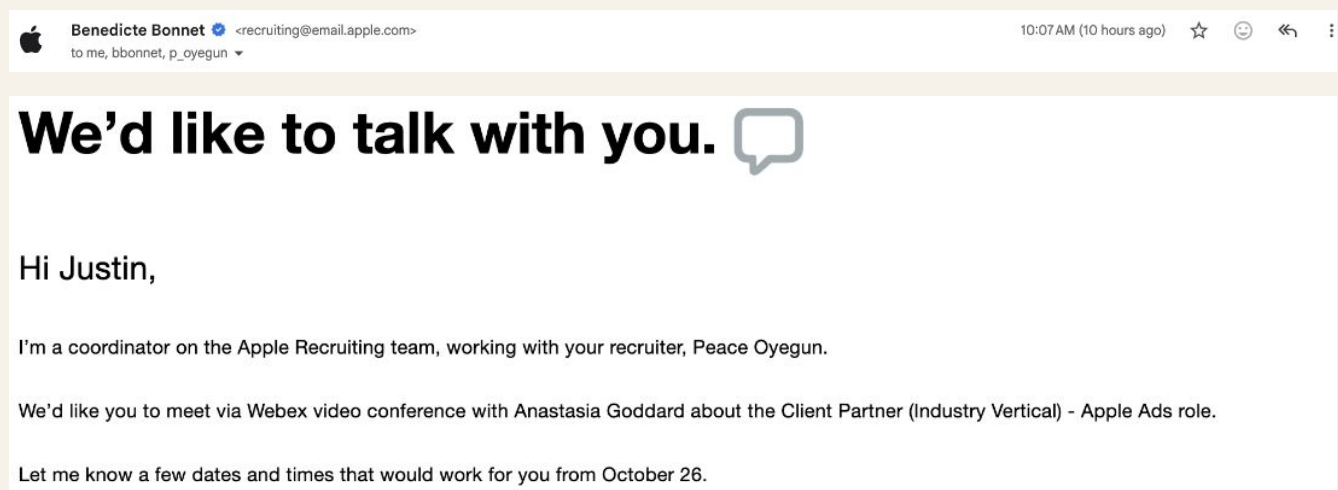
02F / FOLLOW UP WITH PURPOSE

Keep the relationship warm

A profile opens a door. A thoughtful follow-up helps keep a professional relationship alive.

Before joining TikTok, I interviewed with Apple for a Client Partner – Global Accounts role supporting Amazon and Booking.com. I reached the panel stage in May 2025 but wasn't selected afterwards. I was gutted. I still wanted to keep the relationship warm.

- 16 SEP 2026** | I applied to Apple's Client Partner (Industry Vertical) talent network.
- 25 SEP 2026** | I emailed [Peace Oyegun](#) (my Apple recruiter) with an update on my experience and renewed interest. I didn't receive a reply to that note.
- 21 OCT 2026** | At 10:07am BST, Apple's recruiting team invited me to interview for Client Partner (Industry Vertical) – Apple Ads.



Original email from [Benedicte Bonnet](#) (Coordinator, Apple Recruiting), 21 October 2026. It invites a meeting with [Anastasia Goddard](#) (the Apple contact I was invited to meet). Cropped excerpts show the invitation; contact details are omitted.

I can't know whether my follow-up prompted this invitation. What I take from it: a previous disappointment, or an unanswered email, needn't end a worthwhile professional relationship.

TIP 07**Follow up with something useful.**

Offer a brief update, a clear reason to reconnect and an easy next step. Silence needn't close the relationship.

03 / REACH OUT WITH A REASON

The message I sent Ed

12 October 2026 · LinkedIn · Ed Couchman, Director of Advertising UK at Netflix

Hi Ed,

I recently applied through Netflix's website for the Sr. Client Partner, Global Brands role in London (JR42906) and wanted to introduce myself directly. I'm a Global Brand Partnership Manager at TikTok, leading the Growth portfolio across EMEA and APAC for Amazon, one of TikTok's largest global advertisers.

At Google, I led Dyson's global \$57M+ move from linear TV into YouTube and DV360 programmatic CTV/OTT, authored its first Global Joint Business Plan and secured a \$10M US YouTube upfront deal with the local sales team.

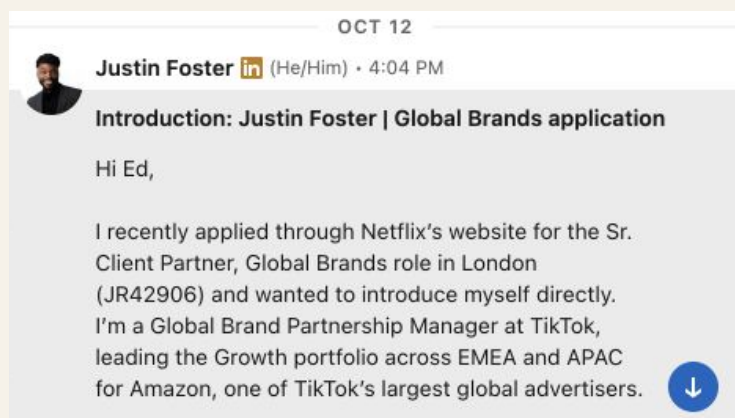
As a founding member of Uber Advertising's UK sales team, I helped build its first-ever mobile in-app advertising offering from the ground up and introduce it to brands, securing over £800K in landmark deals with Fortune 500 brands.

Your reflections on your background and bringing people from different walks of life into the industry resonated with me. I'm originally from the Bronx in New York and now work in London, so I found that perspective particularly meaningful. I'd welcome the opportunity to bring my experience managing global advertiser partnerships to your team.

I've attached my CV for reference and would be happy to provide any further information.

Best,
Justin

Transcript of the sent message. The experience and figures above reproduce what I shared in that outreach.



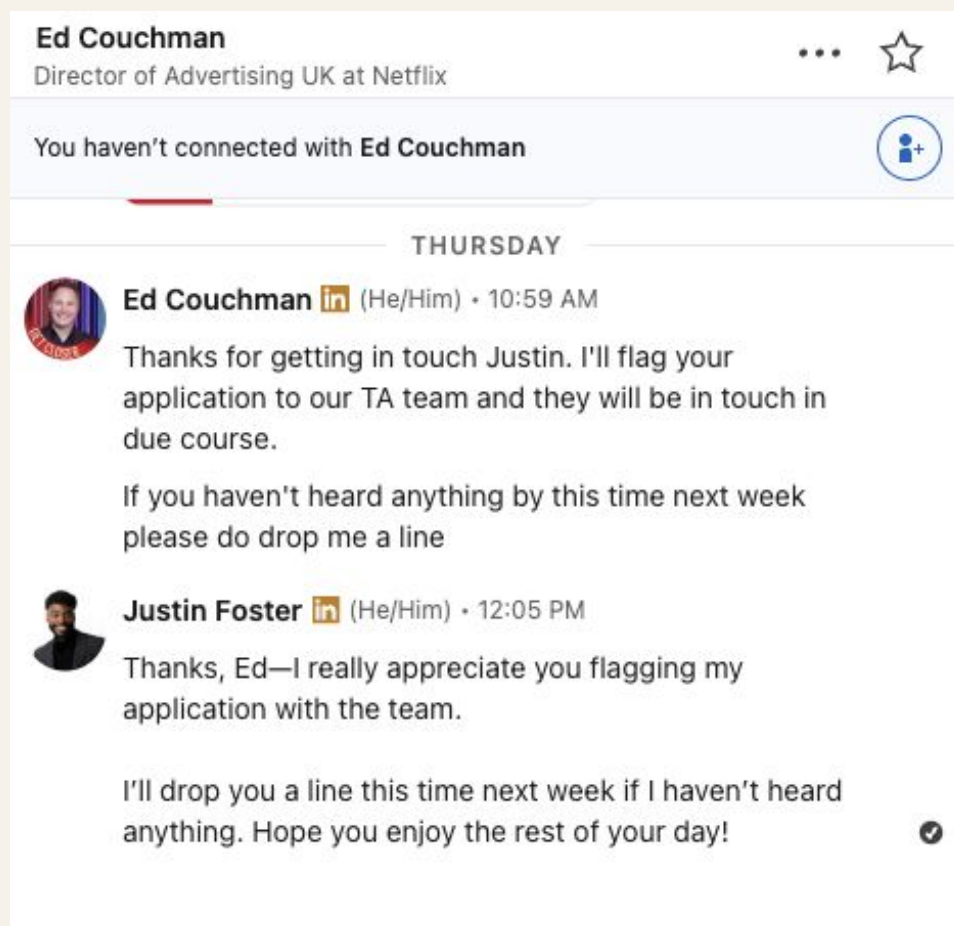
The original opening

The structure I was aiming for: the exact role, relevant evidence, a genuine personal connection and an easy next step.

Actual LinkedIn screenshot excerpt.

A reply is progress

Ed responded on 15 October and offered to flag my application to the talent acquisition team.



Original LinkedIn screenshot. Ed also invited a follow-up the next week if I had not heard anything.

- **What I would repeat** Make the relevance clear and acknowledge the help warmly.
- **What I would tighten** My original note carries a lot of detail. Next time, I would test whether one strong example does enough of the work.

I cannot attribute the interview invitation to this exchange. What I can say is that I made a considered introduction and received a helpful response.

TIP 08

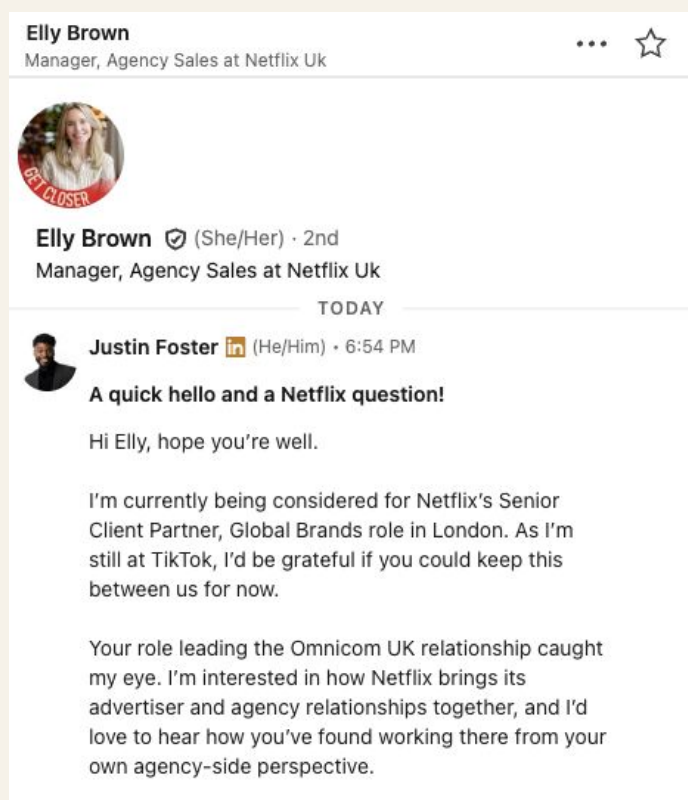
Give someone a real reason to read.

Name the role, show relevant evidence and make the personal connection genuine.

05 / KEEP ASKING FOR CONTEXT

The invitation did not end the research

Once the interview was booked, I kept reaching out for relevant perspectives: similar roles, cross-functional colleagues and people with Netflix experience.



Original screenshot excerpt. Cropped to focus on the introduction and the reason for contacting Elly.

One concrete example

On 21 October, I messaged [Elly Brown](#) (Manager of Agency Sales at Netflix UK) about how Netflix brings advertiser and agency relationships together. I asked for a 15 minute conversation about her experience.

Keep the status honest

At the time of capture, Elly's thread showed no reply. I had asked for a conversation; I had not yet had one.

Ask about lived experience

What surprised you after joining? How do the teams work together? What did you need to learn quickly?

Choose the perspective. I also sent messages to [Marina Chang](#) (former Senior Sales Partner at Netflix Ads), [Tatiana Osei](#) (Senior Sales Partner at Netflix) and [Alan Durkin](#) (Senior Global Client Partner at Netflix). A person's role helps me decide what I can usefully ask them.

A colleague's experience is useful context. It is not the company's official answer.

TIP 09

Make your request for perspective specific.

A specific topic and a short conversation give the other person a clear choice.

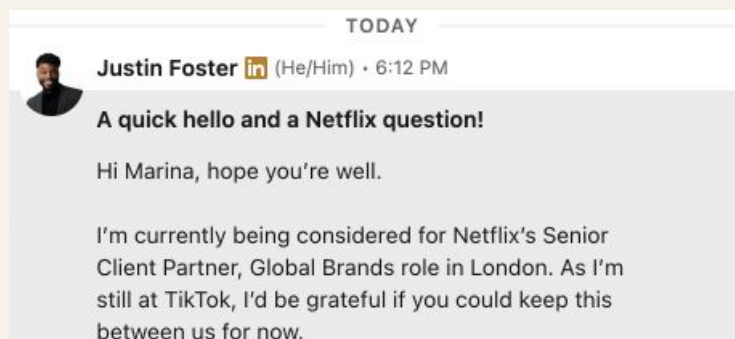
05A / PREPARE THROUGH CONVERSATIONS

Make it easy to say yes

People in similar roles or across functions can help me understand the work and prepare more thoughtful interview questions.

On 21 October, I sent Marina a LinkedIn message asking for her perspective. I approached her based on the Netflix experience shown on her profile; her reply then updated that context.

THE OPENING / 6:12PM



THE ASK

Would you have any availability next week for a quick 15-minute chat? I'd love to hear about your time at Netflix, how you found the transition and what the culture feels like day to day.

Actual excerpts from my sent LinkedIn message, 21 October 2026. The omitted middle gives my background and explains why I contacted Marina.

01 Name the context

I named the exact Netflix role and explained that I was preparing for the process.

02 Explain why them

Her move into the advertising team interested me. I asked about her experience and transition.

03 Give useful background

I shared relevant TikTok and Google context so she could understand the perspective I would bring.

04 Make a small ask

Fifteen minutes next week, with clear topics: the work, the transition and the culture.

Who I would approach

Someone in a similar client role; a cross-functional partner in account management, measurement or product; or someone with relevant former experience. Ask for the perspective they can actually offer.

TIP 10

Ask for insight that improves your preparation.

Give a clear reason for reaching out, explain what you hope to learn and make the time request easy to answer.

05B / NETWORKING GOES BOTH WAYS

Make room for mutual help

Marina's reply welcomed a conversation and invited my perspective too.

HER REPLY / 21 OCTOBER, 7:52PM



Marina Chang • 7:52 PM

Hi Justin, thanks for reaching out, and congratulations on being considered for the role. Of course I'll keep this between us.

...

I'm no longer at Netflix.

...

can't give you a full picture of the culture, but I'm happy to share what I saw, within what's appropriate, and I'd enjoy hearing how the London advertising market looks from your side. I'm free for a quick 15 minutes next week, or I can send over some thoughts in writing if you'd prefer. Best of luck with the process!

Selected screenshot excerpts. I have omitted unrelated employment details. Her message clarified that she no longer works at Netflix and offered a conversation; no chat is booked yet.

A useful correction

Marina explained that she had left Netflix. She was clear that her short time there limited the cultural picture she could give.

A welcoming offer

She offered a quick 15 minutes next week, or thoughts in writing, within what she could appropriately share.

An invitation to contribute

She also wanted to hear how the London advertising market looked from my side.

The conversation I would welcome

Her departure doesn't change my interest in the conversation. I'd welcome the chat, share my view of the market and ask where my experience or network could help her. If a relevant introduction would be useful, that is something I would be happy to explore. This is the kind of network I want to build: curious, generous and useful to both people.

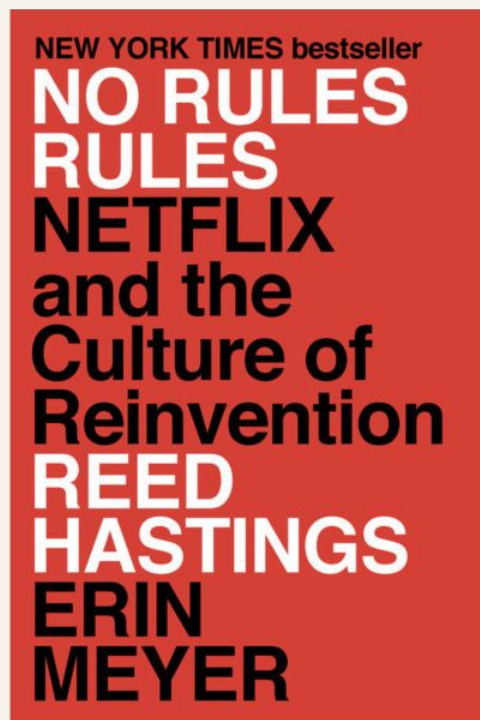
TIP 11

Networking goes both ways.

Share what you know, ask what would help and consider whether a relevant connection from your network could be useful.

Read for questions you want to ask

I'm listening to *No Rules Rules* alongside Netflix's current Culture Memo.



What could resonate with me

Context and responsibility. I'm exploring how this connects with working across functions and making decisions when I do not have direct authority.

A second idea to explore

Candour and learning. I want to understand what useful, honest feedback looks like day to day, including what it would ask of me.

Connect it to real experience

My notes link Dream Team to Google, and autonomy and boldness to Uber. Those are starting reflections to test, not proof of fit.

By [Reed Hastings](#) (Netflix co-founder and co-author) and [Erin Meyer](#) (INSEAD professor and co-author). Cover screenshot from Penguin Random House.

The book is a 2020 account of Netflix's culture. I pair it with the current memo and questions about how people work now. Freedom comes with accountability; the current memo also makes room for useful process and active management.

A question I'm preparing: "How does the team provide enough context for people to make good decisions across global and local priorities?"

TIP 12

Read beyond the slogan.

Find one idea that attracts you, one tension to explore and one real question.

Prepare for this meeting

Ben's invitation is an introduction: my background, the role and Netflix's culture. That is the conversation I need to be ready for.

Current milestone

Monday 26 October 2026 · 11:00–11:30 GMT · Introductory video conversation

What I want to make clear

A short career thread, why this opportunity interests me and two or three relevant examples I can discuss naturally. I also want to have a thoughtful response to the Culture Memo.

Questions I'm preparing

- **Scope** "Is this a single appointment, or are you building a wider team?"
- **Success** "What would distinguish someone doing well in this role in their first six to twelve months?"
- **Collaboration** "How do the global brands team and local markets work together, and where does this role have the most influence?"
- **Culture** "What tends to be the biggest adjustment for people joining this team?"

These are preparation questions, not a record of questions already asked or answered. The scope question comes from my working notes; the others adapt the preparation approach.

I will select the questions that fit the discussion. A useful conversation has room for listening, follow-ups and the recruiter's agenda.

TIP 13**Prepare what you want to learn.**

The interview is also a chance to assess whether the opportunity fits you.

08 / RETRIEVE THE EXAMPLE FIRST

Find the story before using STAR

I explored a way to recall the right example, then organise it without sounding rehearsed.

01

HEAR

What is being tested?

02

SELECT

Which example fits?

03

SHAPE

Use STAR briefly.

04

LISTEN

Leave room for follow-up.

A small story bank I can practise from

Give each example a memorable title and a few capability tags: commercial judgement, ambiguity, stakeholder influence, feedback or learning. Add the decision I made, my contribution and the outcome.

Then use STAR

Situation: the essential context. **Task:** what I needed to achieve. **Action:** the choices and work I personally contributed. **Result:** what happened and what I learned.

The evidence check

Can I explain what I owned, what colleagues contributed and what the result actually measured? A global account result is not automatically a result I achieved alone.

Try it: Pick one genuine example. Tell it in roughly 90 seconds, then answer: “What trade-off did you make?” and “What would you do differently?”

STAR guidance: National Careers Service. The small story-bank and retrieval sequence are preparation techniques I explored.

TIP 14

Practise the decisions behind the answer.

For a hypothetical question, explain assumptions and trade-offs instead of inventing a past story.

How I work with ChatGPT Pro

I use it to organise the context, challenge my thinking and refine the questions. I keep ownership of the facts and the final words.

Understand and prioritise

I asked it to interpret the exact role, research Netflix's culture and advertising business, and identify preparation priorities.

Shape the material

I worked on CV and cover-letter wording, LinkedIn positioning, personalised outreach and recruiter correspondence, alongside human feedback.

Make the research usable

I used it to create guides, organise notes and separate official information from a friend's recollections and candidate reports.

Design the next preparation step

I explored culture reflections, an executive one-pager, example-recall frameworks and practice modes. Exploring these did not mean I had finished every exercise.

Why I would pay extra for Pro

My recommendation is to pay extra for Pro during an intensive preparation sprint if you need the additional usage headroom. The useful toolkit includes project context and files, research, voice rehearsal and document creation. These capabilities are not all exclusive to Pro; check the current plan and your account's access.

My boundary: Netflix's recruiter asked candidates to refrain from AI tools during interviews. I use AI for preparation. I will answer for myself in the meeting.

Official OpenAI plan and feature links are on page 25. Features and limits can change.

10 / THE QUESTIONS I ASK THE TOOL

Prompts you can adapt

These are reusable versions of my preparation requests, not verbatim transcripts. Replace the brackets and supply your own evidence.

01 Find the point

“Using this exact job description and my approved CV, identify the most important capabilities. Map each to evidence I have supplied and flag the gaps.”

02 Protect the facts

“Review this answer for ownership, chronology and metric meaning. Show where it could imply more than I actually did. Do not invent stronger evidence.”

03 Make it sound like me

“Give me two concise versions for [audience]. Keep my wording where it works. Preserve the warmth and explain which version you recommend.”

04 Improve a question

“I want to understand [topic]. Turn this into one natural recruiter question and a useful follow-up. Explain what each would help me learn.”

05 Challenge the culture reflection

“Here is what resonates and what I am unsure about. Challenge a weak assumption, then help me connect it to a genuine example I have shared.”

06 Make the examples easier to recall

“Tag these real examples by capability. Give each a memorable title, decision, personal contribution, outcome and likely follow-up question.”

07 Rehearse one question

“Act as a recruiter for [role]. Ask one question at a time. Wait for my answer, then give feedback on relevance, clarity, evidence and concision.”

08 Reach a stopping point

“Check this against the brief. Separate factual problems from optional style choices. If nothing material remains, tell me why it is ready to use.”

11 / REHEARSE AND STOP

Leave space for yourself

My preparation notes keep returning to the same goal: be concise, slow down and have a real conversation.

Build a short introduction

I am working with a past, present and future arc: the experience that shaped me, the work I do now and why this role is the next conversation I want to have.

Choose the practice mode

Practice mode: one question, feedback, another attempt.

Simulation mode: keep the interview flowing and review afterwards.

These are ways to rehearse, not Netflix's assessment method.

Give yourself permission to pause

Take a moment when you need it. Answer the question, finish the thought and let the other person respond. More words do not always add more evidence.

My planned routine

I intend to stop cramming 90 minutes before and join five minutes early. Those timings are my preference, not a rule everyone needs to follow.

My stopping test

Is a fact still uncertain? Does the answer miss the question? Is the example relevant? Would another change materially improve it?

If those are resolved, I want to use the version I have.

TIP 15**Preparation should make you more present.**

One clear answer, a thoughtful question and the confidence to listen can do a lot.

12 / KEEP THE SEARCH OPEN

Stay open to what emerges

Netflix is one example of a wider search. The method I'm sharing has developed through earlier interviews, new conversations and a lot of reflection.

I want peers to take away a useful approach to preparation, with room to adapt it to their own circumstances. These opportunities are part of that wider story.

APPLE / 2025–2026

Client Partner Global Accounts

I reached Apple's Global Accounts panel in 2025 but wasn't selected. After a new application and a recruiter follow-up in September 2026, I received a fresh Apple Ads interview invitation on 21 October. The follow-up story is on page 10.

DELIVERY HERO / OCTOBER 2026

Global Agency Director Retail Media – Vendor

Delivery Hero approached me about this Berlin-based role. The recruiter outlined a compensation range, with a relocation package on top. The role requires a move to Berlin; the recruiter conversation is the current stage.

The 2025 Apple interviews came before the recent profile changes. The Delivery Hero package is a recruiter outline, rather than a formal employment offer. I cannot attribute either opportunity to one profile edit or tactic.

TIP 16**Ask about the whole opportunity early.**

Clarify scope, location, compensation and relocation support before investing heavily in preparation.

13 / MAKE THE OUTREACH YOURS

Two ways to open a conversation

Choose the approach that fits the relationship. Replace every bracket with something true and specific.

A / INTRODUCE YOUR APPLICATION

Hi [Name],

I've applied for [exact role] and wanted to introduce myself. My work in [relevant area] includes [one specific example and your contribution].

Your [public comment, work or perspective] resonated with me because [genuine connection]. I'd welcome the chance to bring that experience to [team or business challenge].

I've attached my CV for context. Thank you for taking a look.

Best,
[Your name]

B / ASK FOR FIRSTHAND PERSPECTIVE

Hi [Name],

I'm preparing for a conversation about [role] at [company]. Your experience in [specific relevant area] caught my eye.

I'd love to understand [one focused topic] and how you've found [relevant transition or aspect of the work]. Would you be open to a 15 minute chat [timeframe]?

No problem if timing is difficult. Thanks for considering it.

Best,
[Your name]

Suggested templates, not messages already sent. If discretion matters, add a brief, clear request for it.

Your one page preparation plan

Fill this in digitally in a PDF app that supports form fields, or print it. Keep it useful enough to glance at before the conversation.

The role and the conversation I am preparing for

Why this opportunity matters to me

Three examples I can discuss and what I personally contributed

Three things I want to learn from the conversation

One person to contact and one specific question

My next action and when I will stop preparing

Make one useful move today.

Where the story comes from

A personal account assembled on 21 October 2026, while the recruitment process and profile work are ongoing.

My preparation record

Application and recruiter correspondence, my sent LinkedIn messages, working notes, the service receipt and the live profile captured on 21 October. The Apple follow-up on page 10 uses dated emails: the May 2025 outcome, 16 September application, 25 September recontact and 21 October invitation. Marina's 21 October reply, on page 15, updates her earlier profile description: she no longer works at Netflix.

Netflix Culture Memo

Current principles and the context for my culture questions.

No Rules Rules

Reed Hastings and Erin Meyer, Penguin Press, 2020. Cover screenshot from the publisher. I pair this earlier account with current guidance.

STAR guidance

National Careers Service guidance on relevant, conversational examples and follow-up detail.

Professional support

[CV Suite](#) and [LinkedIn Makeover](#). Service links provide further information about the professional support I used.

OpenAI plans and features

Check current [plans and pricing](#). Official guidance covers [Projects](#), [Voice](#), [research](#) and [file creation](#). Availability and limits vary.

LinkedIn skills and accuracy

Official guidance on [skills in Recruiter](#), [associating skills](#), [Experience](#) and [avoiding keyword stuffing](#).

LinkedIn proof and visibility

See [Featured guidance](#), [profile-update notifications](#) and [post analytics](#). Job-associated media and Featured are separate placements.

Facebook privacy check

Meta's Safety Centre explains profile visibility, post audiences and Privacy Checkup. This is a suggested review, not a claim of completed Facebook edits.

Acknowledgements My own preparation, with professional feedback and AI-assisted research, structure and editing. Screenshots are cropped excerpts of actual pages. The role photos add context; they are not evidence of business results.

This guide is independent of Netflix, OpenAI and the services mentioned. It shares preparation choices and experiences; outcomes cannot be promised or attributed to a single tactic.