

CHEN FRUMERMAN

Copywriter & Brand Strategist

IDEAS · COPY · PEOPLE

chenfrumerman.com

chenfrumerman@gmail.com

instagram.com/chenfrumerman

PROFILE

Bezalel-trained creative who loves ads as much as the brands behind them. I start from what people actually do, then turn it into an idea they feel — from a record label for Israel's emergency culture to a social app for people who aren't out yet — and I write it across formats: lyrics, posters, UX copy, events and web. Years in fast, people-facing roles at El Al and the KAN 11 newsroom taught me to read an audience quickly, stay clear under pressure and bring people along with an idea.

SELECTED PROJECTS

HIT7 — a record label for Israeli emergency culture

Bezalel final project · 2024

CONCEPT · COPY · ART DIRECTION

Turned seven national threats into seven singles. Named, wrote and composed the songs, and art-directed the full visual system, from record sleeves to identity.

Yourself — a social space for people still in the closet

Strategy · Product

RESEARCH · INSIGHT · CONCEPT · UX COPY

Field observation, a survey and desk research led to one insight: “The closet isn’t the problem. Being alone in it is.” Developed it into a discreet community app, from strategy to copy and product design.

Envirolamp — a household energy app

Team UX project · 8 weeks

RESEARCH SYNTHESIS · FLOWS · UI

Reframed climate action as everyday saving: money gets people to look, community keeps them going. My part: research synthesis, flows, wireframes and interface design.

Time to Hang Out — an Emergency Exit coming-out party

Concept · Visual identity

IDENTITY · POSTERS · EVENT · APP CONCEPT

Built an exit-sign language from 32 hanger shapes and carried it through posters, an event schedule and a “design your own hanger” app.

EXPERIENCE

Flight Attendant — El Al Israel Airlines

2024 – Present

- Represent Israel’s national carrier to passengers from around the world, carrying the brand’s tone and service standards into every interaction.
- Stay calm and decisive in safety, medical and disruptive-passenger situations, turning tense moments into positive experiences.
- Read cultural cues fast and adapt tone on the spot — first-hand insight into how different audiences respond to the same message.
- Coordinate quickly with a new, rotating crew on every flight: clear roles, clear communication, shared goals.

News Transcriber — KAN 11

2020 – 2024

- Transcribed news content under tight deadlines to strict editorial standards, handling sensitive material with precision.
- Daily exposure to public discourse, social trends and media narratives: a trained ear for headlines, tone and what makes a story travel.

Camp Counselor — The Jewish Agency

2019 – 2020

- Led and motivated groups in socially and emotionally complex settings, with a focus on inclusion and communication.

EDUCATION

B.Des, Visual Communication

Bezalel Academy of Arts and Design
2020 – 2024

Branding, advertising, app design and the psychology of how products are positioned and perceived.

SKILLS

Concepting

Copywriting

Digital copy

Creative strategy

Consumer insight

Brand communication

Client relations

Project coordination

Art direction

TOOLS

Figma

Illustrator

InDesign

AI tools

STRENGTHS

One message, many formats ·
Leading people · Calm under
pressure · Cultural awareness ·
Creative eye with a business head

LANGUAGES

Hebrew — Fluent

English — Fluent

Writes copy in both

“Dreaming for the wide
awake.”