

RITA BRUMM

Born in Bartlesville, Oklahoma, Rita (Ray) Brumm has been writing since the age of seven, when she started penning collections of poetry to share with family and friends. She wrote each poem by hand on her Big Chief school pad paper, and "bound" her literary creations with staples and scotch tape. Her lace-trimmed, cardboard book "covers" were decorated in crayon flower bouquets. Rita's fascination with the written word and its impact on human behavior grew as she started seeing and hearing TV and radio commercials, deciding that she could "sell stuff better."

And a future advertising executive was born.

Rita attended the University of Tulsa, attaining degrees in both English and Marketing. She worked in the banking and insurance industries before starting her career in radio media, which spanned nearly twenty years. She opened Ad Genie of Tulsa, a full service advertising agency, in 2010, and has been helping her clients enjoy the "sweet spell" of success ever since. The creative aspect of her work is what "jingles" her bell the most. While she loves any type of writing, composing humorous advertising messages is her favorite. "Because it's fun, it's engaging, and--- very important---- it gets results for the customer!" according to Rita.

Rita has also served on a number of non-profit boards in the Tulsa area, and has been an active member of numerous community organizations, including the United Way, Rotary Club, Asbury Chancel Choir, Bixby Chamber of Commerce, Okie Dokie Cocker Rescue , Animal Rescue Foundation, Soldier's Wish and others.

When she's not working, Rita gets HER "jingle" by spending time with family and friends, playing the piano, singing, dancing, collecting radio memorabilia, volunteering with her favorite charities, and, well, shopping!! She and her husband Bob enjoy traveling to the Caribbean, get-togethers with friends, and spending quiet time at their home in Broken Arrow.