



2025 Page Annual Conference



Frank Tramble
Vice President Communications,
Marketing, and Public Affairs,
Duke University

Frank Tramble is a highly accomplished communications professional currently serving as the Vice President for Communications, Marketing, and Public Affairs at Duke University. With extensive experience in strategic executive communications, crisis communications, integrated marketing, and brand management, he plays a pivotal role in shaping

Duke's reputation and strategic priorities. As a trusted strategic adviser to the president, Frank leads Duke's central communications, marketing, media relations, and brand management activities. He provides guidance and leadership to communications professionals across various schools and units, Athletics, Duke University Health System, Duke Kunshan University and Duke NUS, ensuring a cohesive and impactful approach. Frank's accomplishments have garnered national media coverage, including Howard University's swim and dive team becoming the first all-Black swim team featured on the cover of Sports Illustrated. He has collaborated with renowned figures like Pete Souza and spearheaded communication strategies for high-profile individuals, including Phylicia Rashad, Nicole Hannah-Jones, and Ta-Nehisi Coates. An adjunct professor at Georgetown University, Frank imparts his expertise in brand strategy. He also serves as a lead judge for prestigious industry awards and is a sought-after speaker on topics such as crisis communications and branding. Frank Tramble holds a master's degree in integrated marketing communications from Georgetown and a bachelor's degree in advertising management from Michigan State University. With his dedication to



excellence and passion for effective storytelling, Frank continues to shape Duke University's success as a leading institution of higher education.