



**BPSB**

REDEFINING REPRESENTATION IN  
SPORTS AND LIVE BROADCASTING

# BPSB TAKES ON CANNES 2025







## **The Faces Behind BPSB at Cannes Lions 2025**



**Meet the gifted Black professionals infusing new viewpoints into the world's leading creative arena.**

**We've secured spots for four Black creatives and three BPSB team members making it seven of us traveling to Cannes.**

# Sam Fray.

## **From WhatsApp Group to Global Stage**

Founder and Director of Black People  
in Sports Broadcasting/ Talent  
Development Lead



## **Fun Fact**

Sam is a life long Arsenal fan and is yet to meet her childhood hero Ian Wright! She also named her youngest son after her two favorite Arsenal players his name is Thierry-Robin can you guess which two players!

## **Bio**

Sam Fray built BPSB from a simple WhatsApp group into a national platform for Black sports media professionals. Now she's leading a team to Cannes Lions to create pathways where none existed before.

This journey isn't just about attending an event, it's about building a sustainable ecosystem where black talent is not just invited into the room, but seen, heard and supported long-term.



# David Shina-Aluko

## **Where Creativity Meets Business**

### **Fun Fact**

David is an upcoming artist who's been quietly (but confidently) cultivating his sound and personal brand over the past few years. With a passion for music and a vision that's uniquely his, he's carving out his own space in the industry, one beat, one bar, and one bold move at a time.



**BSc Business Computing & IT  
(Aston University – Final Year)**

### **Bio**

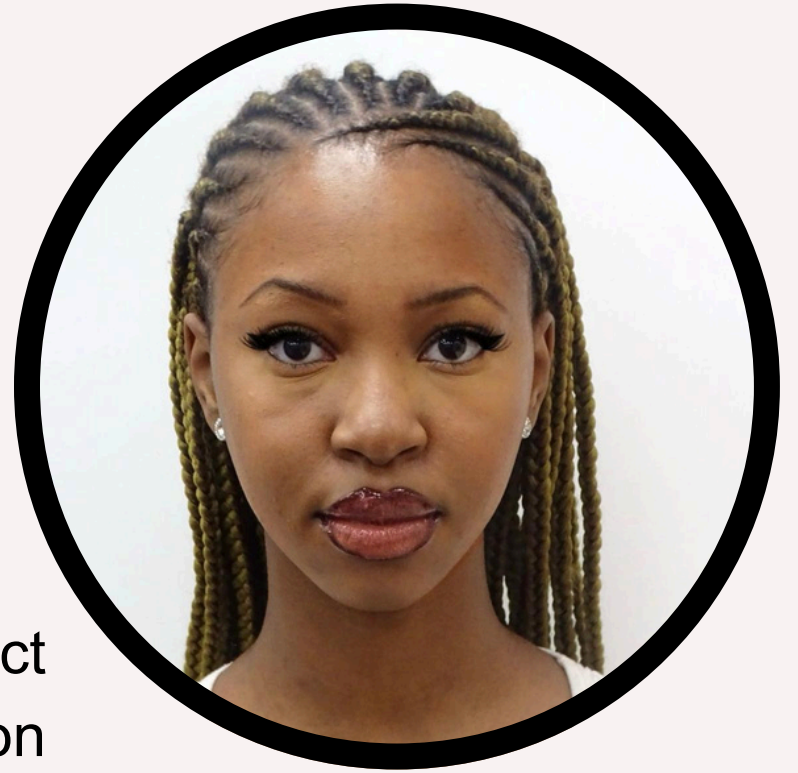
Nigerian-born and UK-raised, I am a final-year BSc Business Computing & IT student at Aston University. While my degree focuses on the technical and strategic sides of business and information technology, my personal life is rooted in creativity as an aspiring writer and artist. I understand that in today's fast-moving, saturated industries, being creative alone isn't enough: you have to market yourself, build meaningful connections, and master storytelling in a way that resonates. I aim to bridge the worlds of technology and artistry, using my business knowledge to amplify my creative ambitions. Creativity isn't just an outlet for me; it's a catalyst for impact, opportunity, and building communities through authenticity.

# Asha Amisi

## Redefining the Advertising Industry

### Fun Fact

I'm currently working on pitching a product concept to Ben and Jerry's for a presentation with a group of girls, i'm confident our idea is revolutionary and I would like a huge chunk of the revenue when the idea comes to life!



**BSC Advertising and  
Brand Communications**

### Bio

Hello, my name is Asha, I am an Advertising and Brand communications student and an aspiring Advertiser + Brand strategist! I am currently 20 going on 21 on the 18th of May and this year so far has been the most enriching experience yet with my degree. One thing I love about my degree the most, is how the possibilities are endless and how far I can really go if I stay consistent and committed to my goals. I love all things innovation, passion and artistry in any shape or form. I love being a creator and a want to be someone who contributes to birthing brands, businesses and progressive ideas rooted from a fiery drive to revolutionise the world!

# Laura Njoku

## From Security to Storytelling

### Fun Fact

As an 8 years old tomboy, Laura idolised Lara Croft and in 2017, she featured in the Lara Croft movie as a Boxer. That same year, after performing Kerry Washington monologues at Uni, Laura later featured alongside her in The 6888 movie. Full-circle moments!



**Content Creator and Actor**

### Bio

Laura Njoku is a London-based storyteller, content creator and rising Actor passionate about inspiring others to live boldly and purposefully. After 8 years in the Security industry, she reignited her creative journey in 2024, creating viral content recognised by icons like Kerry Washington. Alongside storytelling, Laura has a deep love for sales and is passionate about teaching others how to master it to leverage their lives and create long-term freedom. Her mission is to merge creativity, influence and education, building a global platform that drives connection, impact and empowerment.

# Oceane Ehiman

## Cultivating Fresh Creativity

### Fun Fact

I don't like birthday cakes and ice creams. When I was younger, my friend had a birthday party in McDonald's while everyone ran to get some cake. I stayed at the table and finished everyone's fries. It was literally a table full of McDonald's fries, THE DREAM!



**Senior Media Accounts Executive**

### Bio

Bonjour, I am Oceane. A young black woman who is on a creative journey to show the world what she is capable of. Add in my years of experience in Marketing and Business sprinkle some Filming and Editing skills, Performing Arts background, Project Management into the mix. You get The Best Cake! (The Great British Bake Off better watch out). Turning ideas into reality is my favourite activity. SO, buckle up and lets' go!



# Zoiey Smale

## Revolutionising Leadership Through Ethical Disruption

### Fun Fact

Zoiey is a huge Rugby fan. She plays, coaches and watches the sport all over the world. Her motto is 'if you can't see it, be it'



### Bio

Motivational educator and former elite athlete Zoiey Smale is a powerhouse advocate for purpose-driven transformation. A six-time international titleholder and creator of the “ethical disruption” philosophy, Zoiey blends sport, storytelling, and equity to challenge outdated systems and inspire sustainable change. From global pageant stages to corporate boardrooms, she leads with resilience, authenticity, and a commitment to reshaping representation in creative industries.



# Elisha Fray

## Where Marketing meets Magic

### Fun Fact

In 2021, Elisha was commissioned by BBC New Creatives North to create a powerful audio piece that tackled the raw and often unspoken realities of modern relationships. Blending bold storytelling with social commentary, she explored the struggles women face with partners and the way society continues to judge them based on their “body count.” Honest, unapologetic, and thought-provoking, Elisha’s work gave voice to a conversation that’s long overdue.



**BSC Advertising and Brand Communications (MMU)**

### Bio

Elisha is a third-year Advertising and Brand Communications student at Manchester Metropolitan University. She is currently completing a placement with NAFN, hosted by Tameside Council, where she is developing skills in project management and strategic communications. Alongside her placement, she works as a Marketing Assistant for BPSB, supporting the delivery of creative, community-focused campaigns.

Born and raised in Leeds, she is a proud young Black creative with a passion for people, storytelling, and making meaningful change within the industry. Known for her energy, curiosity, and love of conversation, she’s driven to use marketing as a tool for connection and impact.



**Sponsor us so we can take up**  
**space!**



**Every big moment starts with something small—like a French latte. By donating the cost of a coffee, you're fueling the creativity, ambition, and visibility of Black talent at the world's biggest advertising and creative festival.**







# BPSB

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# Thank you.

BLACK PEOPLE IN  
SPORTS  
BROADCASTING