



**Sheikha Dada Cassam**  
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## Personal Profile

A Psychology graduate, energetic, who is hard-working and committed to any task I undertake, or situation I am presented with. A team player that can work collaboratively to meet the demands of my line manager. Previous roles have allowed me to work alongside a wide range of stakeholders worldwide. Accustomed to working in a fast-paced environment within deadlines. Dealing with multiple projects at the same time has developed my organization and time management skills. My happy, positive, can do attitude allows me to form good working relationships with colleagues and clients that in turn improve the productivity of everyone involved. I am eager to be challenged in order to grow and further improve my personal and professional skills.

## Key skills:

- 14 years work experience
- Excellent verbal and written communication
- Proficient in Excel, Powerpoint and Microsoft word
- Excellent leadership skills and organization skills
- Reliable, efficient and committed

## Education

- 2006 - **Instituto Superior de Psicologia Aplicada**  
Master of Science - Psychology
- 2003/2006 - **Escola Secundaria Maria Amalia Vaz de Carvalho**  
High school diploma in Humanities

## **Career history**

### **06/2014 – 10/2020 Emirates – Flight Attendant**

- Pleasantly welcomed passengers onboard and gave seat location.
- To stay current on new requirements and procedures, took advantage of training in customer service, conflict resolution and safety procedures.
- Provided reassurance and comfort to passengers during unforeseen or stressful situations such as flight turbulence or flight delays.
- Provided food and beverages items to passengers as well as information about airline products.
- Made sure prompt communications were passed between flight deck and cabin crew.
- Ensured all airline and federal aviation regulations were followed at all times to guarantee the safety of passengers and crew.

### **02/2012 – 02/2014 Ana Neves & Vilhena – Human Resources Assistant / Administrative**

- Assessed trends in product marketing to develop effective and competitive strategies to increase company's market share and visibility.
- Analyzed various businesses to determine feasibility of investment and potential risks.
- Staff assessing and recruitment.
- Meeting arrangements, Powerpoint presentations and draft proposals.
- Billing and accounting responsibilities.
- Analyzed activities of staff in the production line and reported findings to the CEO to improve procedures.
- Assisted the CEO.
- Increased company's operational efficiency and customer satisfaction by overhauling operations and eliminating inefficient processes.
- Provided detailed assessment of business systems and procedures, identified weaknesses and suggested ways to improve operations to optimize growth and revenues.

### **10/2010 - 01/2012 CTT Expresso - Call Center and BackOffice Agent**

- Communicated with customers regarding product or service requirements, addressed and resolved customer issues.
- Responsible for preparing, completing and processing all forms with regard to all customer account information, ensuring all information was accurate and recorded, and making changes to the database as necessary.
- Responded to customer inquiries and complaints, delivered fast, friendly and knowledgeable service and was successful in retaining customer loyalty.
- Collected customer information, assessed issues and determined possible solutions.

### **06/2008 - 07/2010 Airpass - Ground Stewardess**

- Obtained documents, clearances, certificates and approvals from local, state and federal agencies.
- Delivered and exceptional level of service to each customer by listening to concerns and answering questions.
- Assistance to Unaccompanied Children for boarding and arrival.
- Assistance to customers performing Self-Service check in.

### **12/2005 - 01/2006 Lojas Francas de Portugal - Sales Assistant**

- Provided service to each customer by listening to concerns and answering questions.
- Delivered excellent customer service care.
- Replacement of store.
- Store organization.
- Cashier.

### **Languages:**

- Portuguese
- English
- Spanish

