

TRINH VO TRAN

Irving, TX • trinh@simply-details.com

PROFESSIONAL SUMMARY

Event planning professional and founder of Simply Details, a woman-owned boutique Dallas event planning business, with 18 years of experience turning clients' ideas into flawlessly executed celebrations. Known for impeccable timelines, proactive vendor coordination, and warm, detail-driven client service first honed at Neiman Marcus. Happiest behind the scenes, creating order, staying one step ahead, and making magic happen for creative, fast-paced teams.

EXPERIENCE

Founder & Lead Planner • Simply Details

Dallas-Fort Worth, TX • April 2008 – Present

- Plan and produce **about 10 events per year of 50 to 100 guests**, including milestone and surprise birthdays, anniversaries, bridal and baby showers, graduations, and company holiday parties, while managing budgets from **\$10K to \$100K**.
- Built the business **entirely on word-of-mouth referrals** to maintain exclusivity. Every new client arrives through a past one, a testament to consistent, personal service.
- Coordinate an end-to-end network of **about 50 vendor partners**, confirming deliveries, tracking and expediting orders, managing load-in and load-out, and keeping vendors, clients, and attendants on schedule with detailed timelines.
- Planned signature events including the **2022 Greenhill School Gala, which raised over \$800K**; The Davinci School parent social; and the Bravo Dental annual holiday party, **three years running**.
- Serve as each client's first point of contact from "I have an idea but don't know where to start" through the last thank-you. Source supplies, style spaces, organize inventory and returns, and handle every behind-the-scenes detail so the event feels effortless.
- Launched **Simply Graze**ful (2024), a custom charcuterie board and grazing table line delivering about 15 commissions per year, also grown entirely through word-of-mouth referrals.

Neiman Marcus • Merchandise Planner, NM Direct; Assistant Buyer; Coordinator

Dallas area, TX • June 2001 – 2008

- Progressed through three roles in seven years; built and maintained seasonal financial plans for designer jewelry departments with **\$26M in cumulative sales** across Neiman Marcus, Horchow, and Bergdorf Goodman.
- Communicated with vendors daily to confirm delivery dates, track and expedite orders, and manage inventory flow across **38 full-line stores** plus online and catalog channels.
- Executed exclusive product launches end to end by setting by-store sales goals, writing event directives, and running contests that rallied sales teams around each launch.
- Delivered white-glove service on the selling floor, building a loyal clientele book through attentive follow-through.

SKILLS

Event & timeline management • Vendor & logistics coordination • Deliveries, inventory & returns • Budget management • Client relations & front-of-house service • Supply sourcing & space styling • Canva • Microsoft Office & Outlook • iPhone/iOS suite

EDUCATION

B.S. in Business Administration, The University of Texas at Dallas