



Leslie McCarroll

Publisher / Founder
VP of Sales & Marketing
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Leslie McCarroll is a northern Nevada native and the Founder and Publisher of Bliss Life Media and Bliss Life Magazine. She's a graduate of the University of Nevada, Reno with a Bachelor of Arts in Theater & Art, a licensed Aesthetician, and proud mother of a teenage son. Her desire to build a brand that inspires people to live their lives with purpose and passion began with her own mission to live a purposeful life dedicated to fitness, health, culture, and the arts. Seeking freedom from the confines of a 9-5 desk job, Leslie immersed herself in the media, television, and publishing industries. In 2013, she launched her first publication, Aphrodite, which soon became Bliss Babe Magazine and she has been telling the inspirational stories behind the people and businesses of northern Nevada ever since. With her new Bliss Life brand and a growing team of powerhouse women by her side, Leslie is poised and ready to inspire others to #RocktheBlissLife.



Kristy McLean

Executive Editor
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Kristy McLean is a Midwestern girl at heart, raised in Orange County, CA since age nine by entrepreneurs who escaped the Wisconsin climate to start an Executive Search Firm. She received her Bachelor of Science in Industrial and Organizational Psychology from Cal Poly State University, San Luis Obispo, went on to get her Teaching Credential in English, and began teaching 8th grade. Fascinated by the internet, she left teaching to work for a tech company as a Corporate Trainer, then worked in Online Marketing and Advertising until 2005 when she had her daughter, Kelly, followed by son, Cade, in 2007. She ran a successful home-based sales and marketing business for 10 years until she hooked up with Bliss Babe in July 2018 after her husband Kris, of 17 years, was relocated to Reno. Kristy is inspired by the Bliss Life vision, loves living in northern Nevada, and believes that she is exactly where she is meant to be.



Lindsay Rohlfen

Creative Director
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Originally a South Dakota and Iowa native, Lindsay Rohlfen has over 14 years of professional experience in graphic design and marketing. With a Bachelor of Fine Arts degree from Iowa State University, she worked in the agency world for several years, then jumped on the entrepreneur train in 2009 as a freelance graphic designer and is loving every minute of it! As an award-winning designer, she loves collaborating on various design projects, including the rebranding of Bliss Life, and looks forward to the future while doing what she loves most — being creative!



Nikki Lund

Style Editor
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Nikki Lund is a Fashion Designer/Singer Songwriter whose designs have been worn by Miley Cyrus, Carrie Underwood, Kelly Clarkson, Demi Lovato, Brad Paisley, Blake Shelton, and more. Her fashion line – similar to Nikki and her music – perfectly blends femininity, confidence, and sex appeal. She's been on the cover of YRB and Esquire, featured in Vogue, ELLE, Genlux, People, US Weekly, InTouch, Life & Style and has been spotlighted by E!, Access Hollywood, Extra, VH1, and Good Day LA. Nikki is loving her new gig as Bliss Life Fashion+Beauty Editor. "It's an exciting time for Bliss Life Media! I'm thrilled to be involved in the next phase of this journey and inspired to build an empire with such a wonderful team of women. I'm excited to bring my LA flavor to Reno-Tahoe and look forward to the expansion of Bliss Life Magazine with the new team."



Adriane Schwartz

Entertainment Editor
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Adriane Schwartz was born in New York, raised in Princeton, NJ, and attended boarding schools in England and Switzerland before earning her Journalism degree at New York University. Out of college she worked for 60 Minutes, The Today Show and eventually spent 10 years reporting for Inside Edition in both investigative and Entertainment news. After a year hiatus to raise her children, Ava and Trevor, she returned to journalism as the editor of Star and OK Magazines and then became the West Coast Deputy Bureau Chief of InTouch Weekly and Life & Style. She was a regular on Hollywood 911 and Investigative Discovery and throughout co-hosted The Stephanie O Radio show. In 2018, she launched Pixie Productions whose notable clients include Entertainment Tonight, Inside Edition, Extra, The Daily Mail, The Sun, and, most recently, Bliss Life Magazine! "It's truly an honor to join the incredible team of at Bliss Life. I'm thrilled to share the latest and greatest life style and entertainment news with our amazing readers."