An Interactive Exploration of Social Media

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Iana Simeonov is responsible for insights and innovation in mobile and wireless technology for medical research and practice at the UCSF School of Medicine and a Principal Investigator at the Public Health Institute. Her focus is on technology in public health, particularly for underserved audiences and non English-speaking audiences. Other areas of expertise include consumer research, social marketing, branding, and using mobile and social channels. Ms. Simeonov has developed and launched SMS campaigns, online games, apps and produced digital and mobile tools for public health programs and projects nationwide.

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