

Federica Uccella - Search Architect, Google Italy

Professionally born in the internet of early days, into one of the pioneers of the Italian Digital marketing agencies world.

Since then I walked clients through different aspects of digital marketing, from SEM management to brand reputation and influencer analysis.

In Google for the last 6 years, I worked with major Italian Retail clients, becoming an expert in Performance Advertising and digital solutions. Today I work as a Search Lead for Large Clients.

Passionate about dance, surf and photography I love to see how innovation continuously shapes industries and our daily lives.