

Santiago Bolivar

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SUMMARY

Senior Technical Writer & Content Strategist with 4+ years of experience building and managing large-scale documentation ecosystems for U.S. engineering teams. Currently at Uber, where I oversee 400+ knowledge resources in AI, SaaS, Cloud, and Enterprise Apps documentation with an average rating of 4.72/5. I specialize in standardizing and scaling enterprise knowledge across platforms like ServiceNow and Confluence.

WORK EXPERIENCE

Uber
Senior Technical Writer

May 2021 – Present
Remote | U.S. team

- Lead day-to-day operations of the IT Knowledge Management team, overseeing 400+ knowledge resources for AI, SaaS, Cloud, and Enterprise applications in partnership with Engineers, App Owners, and Program Managers—maintaining an average article rating of 4.72/5 by prioritizing documentation accuracy, relevance, and governance.
- Launch Uber’s internal GenAI Knowledge Hub in ServiceNow and Confluence, creating 80+ documentation resources for tools like ChatGPT, Gemini, Glean, and Zoom AI, and driving 120K+ new page visits across Uber’s internal platforms.
- Design, structure, and build 12+ internal documentation microsites in support of business-critical workflows from separate departments (Contract Management, Payments, Global Security, Legal), ensuring alignment with Uber’s documentation guidelines, enterprise data security, and compliance policies.
- Develop and pilot an agentic workflow that analyzed and scored 70+ knowledge articles for AI-readiness, improving user satisfaction with internal AI assistants by 30%; this initiative is now being adopted by other knowledge teams at Uber.
- Architect the content hierarchy and taxonomy tree of Uber’s new central wiki by reviewing, retiring and migrating 800+ resources from dispersed legacy repositories.

BairesDev
Marketing & Communications Assistant

May 2019 - May 2021
Remote | LATAM team

- Lead SEO optimization for 50+ services landing pages, achieving ~80% first-page Google rankings through improved metadata and structure, keyword optimization, and refining copy to match user intent—rather than marketing buzzwords.
- Scale blog content production by 4× (from 8 to 32 articles per month) by designing and executing a content strategy centered on SEO growth of service landing pages, managing external writers, and reviewing strategic alignment of all deliverables.
- Ghostwrite and edit thought leadership content for C-level executives across Forbes Tech Council, LinkedIn, and the company blog, elevating brand voice and increasing follower engagement in their personal profiles by 2.5× on average.

Almerco
Marketing Associate

Dec 2018 - May 2019
Hybrid | Lima, Peru

- Redesign and manage the firm’s WordPress website, improving UX/UI, responsiveness, and content structure by implementing plugins, rewriting copy, and defining page hierarchies—establishing the company’s new digital presence.
- Develop 20+ presentation decks and infographics for client meetings, transforming legal data into accessible visuals that elevated communication and professionalism.

ADDITIONAL EXPERIENCE

Freelance Technical Marketing Writing for U.S. teams in Pro Se Pro, Stateside, and Nearsure (2022–2025), where I:

- Produced weekly SEO-optimized and UX-driven content across legal, SaaS, and outsourcing domains—ranging from long-form educational articles to landing-page copy and product microcopy.
- Collaborated with distributed engineering and marketing teams through short-term, part-time contracts (avg. 10hrs/week).
- Demonstrated ability to collaborate asynchronously with global teams on deadline-driven tasks.

EDUCATION

University of Lima | Licentiate Degree in Communications

Apr 2020 - Nov 2020

University of Lima | Bachelor’s Degree in Communications

Apr 2014 - Jul 2019

Professional Certifications

Harvard | CS50 Computer Science • Google | IT Automation with Python • Meta | API Principles

SKILLS

Main skills: Knowledge architecture • Project Management • Content lifecycle management • API Documentation • Support & service desk documentation • Version control • Knowledge base governance • AI-readiness workflows • SEO optimization • Agentic Workflow automation • Cross-functional collaboration • UX writing • Content design
Main tools: Confluence • ServiceNow • Jira • JQL • Markdown • HTML/CSS • WordPress • CMS • Git • Visual Studio Code • WSL • Google Workspace • Slack • Figma • Adobe Creative Suite (Illustrator, Photoshop)