

Santiago Bolivar

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SUMMARY

Senior Technical Writer & Knowledge Manager with 5+ years of experience working in U.S. engineering teams. Proficient in AI-integrated developer content, internal training ecosystems, and knowledge platforms. Currently at Uber, where I manage 400+ internal knowledge resources for support and education. Strong track record in AI tool adoption strategies, instructional content design, and cross-functional tech enablement.

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, Confluence, and Sharepoint educating 10,000+ employees in AI tools (e.g. ChatGPT, Gemini, Glean, etc) 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 AI-readiness scoring framework for 70+ technical articles, increasing end-user satisfaction with AI assistant responses by 30%. Framework adopted cross-team for other developer education initiatives.
- 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

Content Strategist

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 4x (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 2.5x on average.

Almerco

Marketing Technology 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.

PROJECTS

Knowledge article optimization for AI search engines

Uber

- Developed and piloted an agentic workflow that automatically analyzes, scores, and optimizes internal knowledge content for AI-readiness across Uber's enterprise knowledge systems. [Learn more](#).

Launch and structure new GenAI knowledge hub

Uber

- Designed and implemented a centralized knowledge hub across SharePoint, Confluence, and ServiceNow to educate employees on generative AI tools like ChatGPT, Gemini, and Zoom AI, driving 120K+ internal views. [Learn more](#).

EDUCATION

University of Lima | Bachelor's Degree in Communications

Apr 2014 - Jul 2019

University of Lima | Licentiate Degree in Communications

Apr 2020 - Nov 2020

Professional Certifications

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

SKILLS

Main skills: Knowledge architecture • Project Management • Content lifecycle management • Instructional content design • Support 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 • MS Visio • SharePoint • Jira • Markdown • HTML/CSS • WordPress • CMS • Git • Visual Studio Code • WSL • Google Workspace • Slack • Figma • Adobe Creative Suite (Illustrator, Photoshop)