

# Santiago Bolivar

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## SUMMARY

Senior Technical Writer & Product Owner 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**  
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 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)