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   **May 2021 – Present**
Senior Technical Writer   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   **May 2019 - May 2021**
Content Strategist   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   **Dec 2018 - May 2019**
Marketing Associate   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)