Santiago Bolivar

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SUMMARY

Senior Technical Writer & Support Engineer with **4 ½ years of experience working in U.S. engineering teams**. Proficient in AI-integrated developer content, learning & development campaigns, and knowledge platforms. **Currently at Uber**, where I manage 400+ internal knowledge resources for IT support and education. Strong track record in AI tool adoption strategies, instructional content design, and cross-functional tech enablement.

WORK EXPERIENCE

Uber   **May 2021 — Present**
Senior Technical Writer | BizTech Enterprise Apps   Remote | U.S. team

- Lead day-to-day operations of the IT Knowledge Management team. We oversee 400+ knowledge resources for AI, SaaS, Cloud, and Enterprise applications in partnership with engineering teams—maintaining an average article rating of 4.72/5.
- Launch Uber's internal GenAI Knowledge Hub in ServiceNow and Confluence, educating 10,000+ employees in AI tools (e.g. ChatGPT, Gemini, Glean, etc) and driving 120K+ new page visits across Uber's internal platforms.
- Create API documentation and user-facing resources for Uber's GenAI Gateway, a unified platform for all internal LLM use cases, improving the onboarding process for new GenAI tools and pilots.
- Review knowledge escalations for L1/L2 support teams, ensuring SOPs reflected real-world scenarios, enabling agents to resolve tickets confidently, and driving a self-service-first culture across the organization.
- 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.
- Architect the content hierarchy and taxonomy tree of Uber's new central wiki by reviewing, retiring and migrating 800+ IT Knowledge resources from dispersed legacy repositories.

BairesDev   **May 2019 - May 2021**
Content Strategist (SEO) | Global Marketing   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 Technology 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.

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 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: Technical Writing • Support Engineering • API Documentation • Content strategy • SEO optimization • Learning & Development • Cross-functional collaboration • Troubleshooting • Knowledge base management • Workflow automation • LLM ecosystems • AI content workflows • UX writing • Content design • Agile
Main tools: Confluence • ServiceNow • Zendesk • Jira • Markdown • HTML/CSS • Python • Next.js • Git • Postman • PostgreSQL • Visual Studio Code • WSL • Google Workspace • Slack • Figma • Adobe (Illustrator, Photoshop)