

# 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**  
Senior Technical Writer | BizTech Enterprise Apps

**May 2021 – Present**  
Remote | U.S. team

- Lead day-to-day operations of the IT Knowledge Management team. We oversee 400+ knowledge resources for AI, SaaS, and Enterprise engineering teams, leveraging SQL-driven analytics to monitor article quality (4.72/5 average user rating).
- 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, including Python/JavaScript code samples, authentication flows, and error handling—improving onboarding for internal LLM pilots and AI engineering teams.
- Partner with L1/L2 support teams to resolve escalations and improve SOP quality, using SQL queries and ticket-trend analysis to identify documentation gaps and drive a self-service-first culture.
- Build 12+ internal documentation microsites for separate teams (Contract Management, Payments, Global Security, Legal) using JavaScript-based components, Confluence macros, and ServiceNow UI extensions.
- Architect the content hierarchy and taxonomy tree of Uber’s new central wiki using Python scripts to review, retire, and/or migrate 800+ IT Knowledge resources from dispersed legacy repositories.

**BairesDev**  
Content Strategist (SEO) | Global Marketing

**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 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.

## PROJECTS

**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.](#)

**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.](#)

## 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 • JavaScript • Git • Postman • SQL • Visual Studio Code • WSL • Google Workspace • Slack • Figma • Adobe (Illustrator, Photoshop)