

Santiago Bolivar

santiagobolivar.dev | santiago.bolivar7@gmail.com | linkedin.com/in/santiagobolivar/ | Lima, Peru | +51 981784811

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 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.

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)