

# Santiago Bolivar

[santiagobolivar.dev](https://santiagobolivar.dev) | [santiago.bolivar7@gmail.com](mailto:santiago.bolivar7@gmail.com) | [linkedin.com/in/santiagobolivar/](https://linkedin.com/in/santiagobolivar/) | Lima, Peru

## SUMMARY

Senior Technical Writer & Content Strategist. 5+ YOE working with U.S. engineering teams. Proven results driving AI projects in knowledge management and content development. Known for driving cross-functional collaboration and improving operational efficiency in content systems.

## WORK EXPERIENCE

WebPros

Senior Technical Writer | Global Documentation

Jan 2026 – Present

Remote | U.S. team

- Lead content initiatives across 10+ enterprise suite products in coordination with WebPros' software release schedule.
- Own WebPros' new documentation AI chatbot initiative, built on internal infrastructure rather than third-party tooling.
- Build custom AI tools, skills, and workflows and monitor their cost/performance in line with documentation operations.
- Perform copywriting and UI reviews for in-product content.

Uber

Senior Technical Writer | BizTech Enterprise Apps

May 2021 – Jan 2026

Remote | U.S. team

- Lead day-to-day operations of the IT Knowledge Management team through KPI/OKR tracking in Jira. We oversee 400+ knowledge resources for AI, SaaS, and Enterprise engineering teams, leveraging ServiceNow reporting and analytics to monitor knowledge base 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, Cursor, 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.
- Resolve escalations from L1/L2 support teams for BizTech Engineers, using query languages and ticket-trend analysis to identify documentation gaps and drive a self-service-first culture.
- Own 12 documentation microsite projects for cross-functional teams (HR, Contract Management, Payments, Global Security, Legal, etc) using JavaScript-based components, custom CSS, Confluence macros, and ServiceNow UI extensions.
- Architect the content hierarchy and taxonomy tree of Uber's new central wiki, using internal scripts and tools to analyze and 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+ service 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.

## PROJECTS

Building an AI chatbot that's fully owned by a content team

WebPros

- An in-progress project at WebPros. A retrieval-based chatbot that answers questions using only our published documentation, integrates with our CI/CD pipeline, and helps us identify knowledge gaps early. [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

## SKILLS

Main skills: Technical Writing • Copywriting • AI content workflows • Knowledge Engineering • Content Strategy • SEO optimization • Learning & Development • Cross-functional collaboration • KPI/OKR tracking • Knowledge base management • Workflow automation • UX writing • Content design • Agile

Main tools: Confluence • Jira • ServiceNow • Zendesk • Claude Code • Codex • Python • JavaScript • SQL • Git • Markdown • HTML/CSS • Visual Studio Code • Google Workspace • Slack • Figma • Adobe (Illustrator, Photoshop)