

Márcio Florindo

Senior Technical Writer | AI Documentation Systems & Developer Experience

Lisbon, Portugal | marcio@marcioflorindo.com | linkedin.com/in/marcioflorindo | github.com/marcioflorindo

Selected Impact

- Reduced documentation research time from 2–3 days to ~60 minutes by designing and implementing a reusable AI documentation tooling system.
- Led a 695-file cross-product documentation migration and rename project completed in 3 days against a projected 2–3 week manual timeline.
- Built AI-powered documentation infrastructure adopted across multiple Cloudflare teams.
- Owned enterprise networking and cloud infrastructure documentation for Magic Transit, Cloudflare WAN, and Cloudflare One.

Professional Summary

Technical writer with a background in tech journalism and deep experience documenting networking, cloud infrastructure, and security platforms. At Cloudflare, designed and implemented AI-assisted documentation systems, scalable content operations, and developer-focused workflows used across multiple teams. Experienced in documentation strategy, information architecture, support-driven troubleshooting content, and docs-as-code environments. Strong focus on developer experience, operational scalability, and AI-native documentation workflows.

Professional Experience

Technical Writer — Cloudflare (2021 – May 2026)

- Designed and built a 3-layer AI tooling system (31 commands, 45 skills, 11 agents) that compressed documentation research from 2–3 days to ~60 minutes and scaffolding from 30 minutes to 5 minutes; adopted across multiple teams as reusable documentation infrastructure.
- Led the Cloudflare One product rename project: 695 files changed, 349 URL mappings, 486 images audited, and 71 redirects configured — completed in 3 days by building AI-assisted operational tooling before execution.
- Built a support-ticket analysis pipeline using structured escalation analysis to identify recurring customer pain points and inform new troubleshooting documentation for Magic Transit, Cloudflare WAN, and Cloudflare One.

- Analyzed 753 support cases representing 32% of Network Services volume to identify the primary customer pain point; rewrote shared documentation partials and created a symptom-driven diagnostic decision tree.
- Created a connectivity options reference page covering 11 tunnel and connector types, including deployment patterns, decision matrices, and comparison tables for enterprise networking products, to support internal stakeholders as well as customers in better equipa them to decide the best product for their use case.
- Built a GitHub bot that delivered weekly PR digest cards to Google Chat, helping the documentation team surface stalled reviews and improve work triage.
- Revamped 400+ documentation pages to align with a new dashboard information architecture.
- Owned the full documentation lifecycle for Magic Transit, Cloudflare WAN, and Cloudflare One — including research, stakeholder interviews, writing, publishing, and maintenance.
- Presented AI documentation tooling and content strategy initiatives to engineering and product leadership.

Communications Coordinator — Intercultura – AFS

Managed social media presence, communications strategy, and media relations.

Founder & Communications Coordinator — Quebrar o Silêncio NGO

Co-founded the first Portuguese NGO supporting male survivors of sexual violence; led communications and media relations initiatives.

Tech Journalist — Exame Informática and other computer magazines

Covered technology trends, emerging technologies, and complex technical subjects through interviews, research, and long-form articles.

Skills & Expertise

- **Documentation & Developer Experience:** Technical documentation, API documentation, docs-as-code workflows, information architecture, developer enablement, user journey mapping, troubleshooting systems.
- **AI & Automation:** Agentic AI workflow design, prompt engineering, AI-assisted documentation systems, semantic content architecture, reusable documentation infrastructure, support-ticket analysis pipelines.
- **Tools & Technologies:** OpenCode, Windsurf, Git, GitHub, GitLab, Markdown, MDX, Jira, Amplitude, CI/CD workflows, structured content systems.

Education

Bachelor's in Social Communication (Journalism) — Escola Superior de Educação de Setúbal

Languages

English — Fluent | Portuguese — Native

Awards & Recognition

DevPortal Awards — Cloudflare Developer Docs nominee (November 2025)