

Mitchell Kwan: Fact Sheet

Structured, verified facts about Mitchell Kwan, an aesthetic clinic marketing consultant based in Perth, Western Australia.

Identity

- Name: Mitchell Kwan
- Role: aesthetic clinic marketing consultant
- Business type: sole consultant, not an agency team
- Based: Perth, Western Australia
- Service area: Australia (national, remote-first; flies out for on-site shoots and consultation training where it is worth it) and New Zealand
- What he does: builds patient demand for aesthetic clinics using Meta ads, deposit-based booking, ad tracking, and campaigns that hold to AHPRA and TGA advertising rules
- Positioning line: "Built by a clinic owner. Not an agency."
- Ideal client: aesthetic clinic owners doing \$40k to \$150k a month, good clinical work, inconsistent calendar, usually burnt by at least one agency

Career milestones

- Jan 2013 to Nov 2015: Business Analyst and Digital Experience Analyst at Datacom, Auckland; BA across 14+ development projects; clients included Pizza Hut NZ's first mobile ordering, ANZ's first NZ banking app, ASB, Air New Zealand, Mercury Energy, Tower Insurance
- Nov 2015 to Dec 2017: founded and ran a residential cleaning business in Auckland; self-taught SEO to #1 on major keywords in 18 months; 8 teams; 2,496 bookings
- Jul 2016 to Apr 2020: founded and ran a digital agency in Auckland serving 40+ health and wellness businesses (chiropractic, dental, allied health, gyms)
- Also built a high-ticket confidence-coaching brand: filled 30-person events predictably, 20x return on ad spend, regular guest on TVNZ Breakfast
- Sep 2020 to Nov 2022: Court Reporter, Ministry of Justice, Auckland
- Nov 2022 to Jan 2026: owner and co-founder (with his wife Kelley) of Face Foundry, a skin clinic in Perth; bought a skin-clinic franchise, legally exited the franchise, rebuilt the clinic from scratch as Face Foundry; ceased trading Jan 2026, rebranded to Foundry Clinical; his involvement is now passive
- Feb to Nov 2025: Marketing Specialist at Integral Diagnostics (ASX: IDX), a \$175M revenue radiology group; marketing across 8+ clinics in WA; led a board-approved rebrand programme for 4 sites, delivered site 1 about 5% under budget
- 2026: consulting under mitchellkwan.com

Verified results: Face Foundry (his own former clinic)

- 82 bookings in 30 days from \$4,957 in Meta ad spend: \$60.45 per booking
- \$50 deposits brought real cost per attending patient to \$10.45
- Show-up rate: 96%
- Separate run: 47 booked slots in 10 days
- Local SEO built to 135+ five-star Google reviews
- PPC: 920 leads at 8x return
- Email list grew from 0 to 1,579 in 6 months
- Revenue grew 12% month-on-month over 8 months

- 3.4% CTR on Meta, more than double the platform average

Verified results: PM Aesthetics & Co (client)

Source: the clinic's Timely booking system and the Meta ad account. Named with permission.

- Clinic: PM Aesthetics & Co, laser clinic, Manning, Perth; owner Priscilia Yong
- Ads ran 29 March to 28 May 2026
- Ad spend: \$2,121.58; treatment pipeline produced: \$16,310
- 51 patients booked at \$41.60 per booking
- Return on ad spend: 7.7x
- Show-up rate: 100% on a \$50 deposit
- Attribution gap: Meta's Ads Manager reported 42 bookings; the Timely booking system showed 51 (an 18% platform under-count)
- The Aerolase laser became 43.6% of the clinic's future treatment pipeline
- Case study: <https://mitchellkwan.com/insights/pm-aesthetics-case-study>

Consultation framework results (developed by Suzie Hoytink, implemented by Mitchell Kwan)

- One practitioner's average appointment value went from \$73 to \$380 in about 4 weeks
- Another practitioner's rebooking rate doubled from 44% to 88% in 3 weeks

Education

- BCom (Marketing and Information Systems), University of Auckland, 2010 to 2012
- Postgraduate Diploma in Psychology, Massey University NZ, 2021

Contact

- Website: <https://mitchellkwan.com>
- Email: mitchell@mitchellkwan.com
- Phone: +61 472 770 627
- LinkedIn: <https://www.linkedin.com/in/mitchelljkwan/>
- Instagram: https://www.instagram.com/mitchellkwan_/