Joshua Elizetxe was a freshman in high school in 2007 when he started what now is a budding consulting and marketing company.

Elizetxe, now 20, turned his love for the digital world and businesses into his company, Foresold Digital Marketing, all while graduating summa cum laude from Arizona State University’s W.P. Carey School of Business in just two years. He took 20 credits a semester as well as the requirements of being in ASU’s Barrett Honors College.

“It was very difficult, I’ll be honest, but it obviously wasn’t impossible,” he said.

Elizetxe wouldn’t reveal revenue figures for Foresold, but said, “we’re managing several million a year.”

“I’ve seen an amazing amount of growth in the last two years, and I’m excited to see what happens in the next two years,” he said.

The company is based in Surprise, where Elizetxe lives. He expects to move from the West Valley into a new Scottsdale office by January. So far, the marketing company has 13 full-time employees and roughly 20 part-time employees globally.

He said he never used his business as an excuse for school or vice versa. In fact, many clients didn’t even realize he was in school.

Elizetxe said he does weekly “audits” of his time, noting what he does every half hour.

“If I’m on Facebook for an hour and half, it’s right there in my face, I can’t hide from it,” he said.

The recent graduate already is on a growth track in Arizona. Foresold recently acquired another ASU student-founded marketing company, Lezal Marketing.

Foresold focuses on online advertising but sought to grow its local online marketing component, which is why it acquired Lezal from founder Johann Beishline.

Beishline, who is graduating from ASU with a degree in computer information systems in May, will join Foresold as a partner and director of search engine marketing. He will focus mostly on search engine optimization.

Foresold targets middle-market companies that make between $10 million to $250 million a year, Elizetxe said. Most of the firm’s clients are in Arizona, and Foresold works with many law firms, medical professionals and software companies.

Because he is Hispanic, Elizetxe said puts an emphasis on working in the Hispanic market.

“A lot of business owners, their No. 1 way of advertising, besides word of mouth, is newspaper ads and yellow pages. That’s 10 years ago,” he said. “They’re not aware of the ability and opportunities of Internet advertising.”

Persistence, dedication drive Foresold Digital founder